

CARU® NEWS

Immediate Release

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VISIONTEL PARTICIPATES IN CARU PROCESS *Maker of Acne Treatment Pulls Ads from Children's Programming*

New York, NY – June 13, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that VisionTel Communications refrain from advertising its acne treatment, Epiclear, during children's programming.

CARU, the children's advertising industry's self-regulatory forum, noted in its decision that the product is labeled "keep out of reach of children."

CARU's *Self-Regulatory Guidelines for Children's Advertising* state, in part, that products "inappropriate for use by children should not be advertised directly to children. This is especially true for products labeled, 'Keep out of the reach of children.'"

The company, CARU said, acted quickly to assure that the product would no longer be advertised during children's television programming hours.

The company noted in its response to the CARU inquiry that only after receiving notice from CARU did it discover that a limited amount of advertising time on Cartoon Network had been purchased as part of the company's "cluster" media buy.

The company has asked its media buyer to remove the Cartoon Network from the rest of the cluster and to guard against future Epiclear advertising on any network geared toward children under the age of 12.

"The company's decision to take measures to ensure that advertising for Epiclear does not air during children's programming effectively addresses CARU's concerns," the decision states.

The company, in its advertiser's statement, said it is "pleased to participate in the self-regulatory process and we appreciate the work that is done by CARU."

For a copy of the decision or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.

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The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body

that establishes the policies and procedures for the CBBB's National Advertising Division (NAD) and Children's Advertising Review Unit (CARU), as well as for the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. For more information about advertising self regulation, please visit www.narcpartners.org.