

# CARU<sup>®</sup> NEWS

Immediate Release

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## **CARU REVIEWS AD FOR ‘X-MEN: THE LAST STAND’**

*Recommends 20<sup>th</sup> Century Fox Refrain from Advertising PG-13 Products During Kids’ TV Time*

New York, NY – December 20, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended 20<sup>th</sup> Century Fox Home Entertainment refrain from advertising films rated PG-13 on children’s television programming.

Advertising for “X-Men: The Last Stand,” rated PG-13, aired on Nickelodeon during children’s programming. The advertising came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through routine monitoring of advertising directed to children.

CARU, the children’s advertising industry’s self-regulatory forum, examines advertising to children under the age of 12. The *Self-Regulatory Guidelines for Children’s Advertising* state in part that in “advertising videos, films and interactive software, advertisers should take care that only those which are age-appropriate are advertised to children. If an industry rating system is available, the rating label should be prominently displayed.”

CARU’s decision notes that the film at issue has been rated PG-13 by the Motion Picture Association of America, for its intense sequences of action violence, some sexual content and language.

The advertiser indicated to CARU that it did not believe the content in the movies was inappropriate for children. Further, the advertiser stated that the commercials had ended October 18 and that there were no plans to air them on television in the future.

In several recent decisions, CARU has taken the position that, in accordance with its *Guidelines*, advertisers should not place advertising for films rated PG-13 during children’s programming.

“The *Guidelines* were written to reach beyond the legal issues of truthfulness and accuracy to take into account the unique impressionable and vulnerable child audience. CARU’s *Guidelines* provide the flexibility to address sensitive and subjective issues that the law simply may not encompass, such as appropriateness,” the decision states.

Fox, in its advertiser’s statement, said it had no plans to air the commercials on television again.

*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](http://www.narcpartners.org).