

CARU REVIEWS SITE OPERATED BY 19 ENTERTAINMENT LIMITED

Company Agrees to Modify Site to Better Protect Children's Privacy

New York, NY – Oct. 3, 2007 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **19 Entertainment Limited**, the operator of the www.songwriter.americanidol.com Website, change certain functions of its Website to ensure that the site is in compliance with the privacy-protection provisions of the CARU Self-Regulatory Program for Children's Advertising. The Website operator has taken steps to do so.

The Website came to the attention of CARU, the children's advertising industry's self-regulatory forum, through a consumer complaint.

The Website, promoted during the prime time television show "American Idol," is a general-audience site with many features that appeal to children, including information about all contestants, voter registration for the songwriter competition, music videos and photos, a newsletter, message boards and ring tones that site visitors may download to their mobile telephones.

To cast a vote in the songwriter competition, visitors to the site must register. CARU found that all visitors, including children under the age of 13, were asked to disclose personally identifiable information (PII), including full name and email address, when signing up to vote for the next winner of the songwriter contest. In addition, the site included "tip-off" language letting children know they needed to be 13 to register and did not require parental consent before collecting PII.

The operator, when contacted by CARU, noted that the Website was not intended for children under 13. The operator also said it had taken immediate steps to modify the site to address CARU's concerns and had put in place age-screening and age-tracking mechanisms designed to prevent children under the age of 13 from providing PII.

The company, in its advertiser's statement, said it is "pleased to have worked with CARU to ensure the immediate implementation of all of CARU's Guidelines on the Songwriter website. CARU's guidance through the self regulatory process was clear and helpful at all times."

CARU's inquiry was conducted under NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising. Details of the initial inquiry, CARU's decision, and the advertiser's response will be included in the next NAD/CARU Case Report.

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About advertising self-regulation: 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) and the Electronic Retailing Self-Regulation Program (ERSP).

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. ERSP's funding is derived from membership in the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.