

**CARU REVIEWS SWEEPSTAKES ADVERTISING
FROM MTV'S NICKELODEON**
CARU Determines Company can Substantiate Sweepstakes Advertising

New York, NY – Nov. 15, 2007 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that **MTV Networks**, which markets **Nickelodeon Magazine**, has substantiated advertising for a Nickelodeon Sweepstakes.

Print advertising for Nickelodeon Magazine's *NickMagPromos Sweepstakes* came to the attention of CARU through its routine monitoring of advertising directed to children. The print advertisement for the sweepstakes appeared in the *Nickelodeon Magazine* October 2007 issue.

The magazine advertisement features pictures of five prizes: three video games, one DVD and one backpack and watch, each with a short description. The advertisement contained copy that read:

YOU CAN WIN!

Ten lucky readers will win the prizes featured below.

For a chance to win, send an e-mail with WIN2 in the subject line to nickmagpromos@nick.com.

CARU was concerned that children might not understand what prize or prizes they are entitled to should they win the sweepstakes. Nickelodeon, in response, stated that each of the 10 winners will receive all of the prizes featured in the advertisement, except for the WB Kids prize where the winners are given either the watch or the backpack as stated.

As a result, CARU determined that the advertiser did not need to include a disclosure regarding the likelihood of winning the sweepstakes or the prizes one could expect to win.

Nickelodeon, in its advertiser's statement, said the company "continues to be a proud supporter of CARU and CARU's self-regulatory process. We are happy to have the opportunity to clarify that the copy in the Nick Magazine Promotion Sweepstakes was truthful and accurate."

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.