

CARU[®] NEWS

Immediate Release

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TURNER BROADCASTING PARTICIPATES IN CARU FORUM

Company Modifies Website to Address CARU's Concerns Regarding Inappropriate Advertising

New York, NY – March 1, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **Turner Broadcasting** modify advertising at the Turner Broadcasting Website Bamzu.com to assure that banner advertising for television shows with TV-MA or TV-14 ratings do not appear on the children's section of the shopping site. The company has agreed to do so.

Banner advertising on Bamzu.com came to the attention of CARU, the children's advertising industry's self-regulatory forum, through routine monitoring of advertising directed to children.

Bamzu.com features products shown on Turner channels that include Cartoon Network, TBS, CNN and TNT. Banner advertising for programs that include "NYPD Blue," rated TV-MA and "Law & Order," rated TV-14 intermittently appeared on pages within the children's section of the Bamzu.com Website.

According to the television broadcasters' voluntary ratings system, program rated TV-MA are for mature audiences and may feature graphic violence, explicit sexual activity or crude, indecent language. Program rated TV-14 carry the warning "parents strongly cautioned" and may contain scenes of intense violence, intense sexual situations, strong, coarse language or intensely suggestive dialogue.

Upon receipt of CARU's inquiry, the advertiser promptly responded with its intent to remove the inappropriate banner advertising. CARU, in its decision, noted the advertiser's "efficient resolution of the issue."

"Turner appreciates CARU's input regarding its banner advertising on the 'Kids' section of the Bamzu.com Website. ... [T]urner has already taken steps to revise this Website so that the banner advertisements at issue do not appear in this section," the company said in its advertiser's statement.

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

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/NARB Case Report*.

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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.