

CARU[®] NEWS

Immediate Release

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BEST BUY PARTICIPATES IN CARU FORUM *Company Takes Steps to Modify Advertising for ‘Roboreptile Mini’*

New York, NY – April 17, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Best Buy Inc. modify Website advertising for the company’s “Roboreptile Mini” to assure children aren’t misled about the product’s performance. The company has taken steps to do so.

The Website advertising for the product came to the attention of the CARU, the children’s advertising industry’s self-regulatory forum, through a consumer complaint. The complainant stated that the Website description for the product portrayed the toy’s performance inaccurately. According to the complainant, the advertisement showed the toy performing several functions, although the toy purchased performed only one – walking.

At the outset of CARU’s inquiry, the company said that after receiving CARU’s inquiry it learned that product specifications for a larger, multifunctional Roboreptile toy had been entered on the page, rather than the specifications for the Mini toy at issue. Best Buy informed CARU that the Website page has been corrected.

In its advertiser statement, the company said it “accepts CARU’s decision and has modified its advertising.”

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 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) 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.