

CARU[®] NEWS

Immediate Release

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CARU REVIEWS AD FOR 'BIG TIMES TOYS'

CARU Recommends Maker of 'Moon Shoes' Modify Advertising to Depict Adult Supervision

New York, NY – April 17, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Big Time Toys, the maker of “Moon Shoes,” a toy described in its advertising as “mini-trampolines,” modify television advertising and product packaging to state that adult supervision is required.

A television advertisement for “Moon Shoes” came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through a consumer complaint. The television advertising aired on Nickelodeon during children’s programming.

Moon Shoes are large plastic shoe platforms that attached to a child’s shoes with large adjustable rubber bands. In the television commercial at issue, children are shown jumping rope, jumping from a small terrace and doing splits while wearing Moon Shoes. The commercial likens the Moon Shoes to “mini-trampolines,” describes them as “anti-gravity,” and states that Moon Shoes will make kids jump “like a kangaroo.”

CARU’s review focused on whether:

- The commercial required a depiction of adult supervision.
- Product packaging required a statement that adult supervision is necessary.
- Children could duplicate the performance of the product as it was shown in the advertising.
- The need for assembly was clearly disclosed.

Following its review, CARU recommended that the advertiser modify broadcast advertising to depict adult supervision and modify product packaging to state that such supervision is required. CARU further recommended that the advertiser discontinue advertising that depicts children engaged in certain activities until it can provide substantiation that children can duplicate the performance shown in the advertising. Finally, CARU recommended the company modify packaging to disclose that assembly is required.

In its advertiser’s statement, Big Time Toys noted that the advertisement is no longer running and said the company intends to submit materials for future materials to CARU for pre-screening.

The company disagreed with CARU’s decision, but said it appreciates CARU’s comments and review.

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).

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.