

CARU® NEWS

Immediate Release

Contact: Linda Bean
212.705.0129

JAKKS PACIFIC PARTICIPATES IN CARU FORUM *Company Discontinues Television Commercial*

New York, NY – February 15, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Jakks Pacific modify television advertising for the Fly Wheels “Xtreme Performance Vehicle,” a radio-controlled land and air vehicle, to show adult supervision.

The advertising, which aired on Cartoon Network, came to the attention of the CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s routine monitoring of advertising directed to children.

CARU reviewed a commercial that featured two young boys playing with the toy as it moved at fast speeds over various land surfaces and into the air. Although there was brief super and audio disclosure that stated “Adult Supervision Required,” the commercial did not depict adult supervision.

CARU also examined product packaging, which included the following warnings:

- **“WARNING: USE OUTDOOR ONLY...PARENTAL SUPERVISION REQUIRED.”**
- **“IMPORTANT SAFETY INFORMATION...ADULT SUPERVISION REQUIRED AT ALL TIMES.”**
- **“FOR MORE DETAILED INFORMATION, SEE ENCLOSED SAFETY INSTRUCTIONS AND WARNINGS!”**

CARU’s *Self-Regulatory Guidelines for Children’s Advertising* state in part that adults “should be shown supervising children when products or activities could involve a safety risk.”

After reviewing the advertising and the packaging for the toy, CARU was concerned that children who viewed the commercial would believe that it is normal and safe to use this toy without adult supervision. The company submitted a revised commercial, which did not meet the requirement of the *Guidelines*. CARU recommended the advertising be further modified or discontinued.

The company, in its advertiser’s statement, said “does not disagree with CARU’s determination, has ceased use of and will not further use the offending commercial, and appreciates CARU’s prompt and fair handling of this matter.”

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 edition of the *NAD/CARU Case Report*.

###

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 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. Funding for ERSP is derived from membership fees paid to the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.