

CARU® NEWS

Immediate Release

Contact: Linda Bean
212.705.0129

MATTEL PARTICIPATES IN CARU FORUM *CARU Recommends Company Modify, Discontinue Advertising for My Scene Fab Face Dolls*

New York, NY –February 15, 2006 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Mattel discontinue advertising for its My Scene Fab Face Dolls, or modify advertising to demonstrate the amount of hand manipulation required to bring the dolls’ hands to their faces.

Television advertising for the product came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s ongoing monitoring program. In the advertising at issue, My Scene Fab Face Dolls are seen raising their hands to their faces in a fluid motion that appears to require little or no external hand manipulation, when one had to forcefully manipulate the arm and hand of the doll to physically push the hand up to the doll’s face.

Following its review, CARU determined that the commercial does not accurately reflect the abilities and performance of the My Scene Fab Faces Dolls and recommended the company modify or discontinue the advertising.

CARU initially also questioned the adequacy of the depiction of method of operation throughout the commercial, but deferred any determination pending further review of past decisions and current practices, stating,

“CARU recognizes that its previous decisions have not set clear and consistent standards for determining adequate hand manipulation, and it will be working to develop more specific standards that can be implemented by all toy advertisers and enforced by CARU.”

Mattel, in its advertiser’s statement, said the commercial has ended its scheduled flight and there are no plans to run it again.

“Mattel will take CARU’s Guidelines and recommendations into consideration in future advertisements,” the company said. “On the issue of hand activation, Mattel is pleased to see CARU’s acknowledgment of prior case decision inconsistencies and its commitment to develop more specific standards that all advertisers can understand and adhere to. Mattel looks forward to working with CARU to formulate these standards.”

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.