

CARU® NEWS

Immediate Release
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CARU REVIEWS ADVERTISING FOR NIKE6.COM WEBSITE

Company Brings Website into Compliance with Guidelines

New York, NY – May 29, 2007 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **Nike, Inc.**, operator of the NIKE6.com Website, make a number of changes to assure the site is in compliance with CARU’s *Self-Regulatory Guidelines for Children’s Advertising* and CARU’s Guidelines for Online Privacy Protection.

The NIKE6.com Website came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s ongoing monitoring efforts. Following its review of the Website, CARU notified the operator of the following concerns:

- “Tip-off” language that could indicate to children that they need to be 13 or over to gain access to certain features of the Website.
- The lack of a tracking mechanism to prevent children from circumventing the age screening.
- Possible violations of the general CARU *Guidelines* with respect to safety and appropriateness of content accessible by children, specifically videos that depicted athletes participating in “extreme” sports without necessary safety equipment and depicted a child surfer as a “hustler,” which CARU found to be an implicit reference to gambling and a suggestion that gambling is appropriate behavior for children.

Following CARU’s initial inquiry, Nike took immediate steps to bring the site’s privacy protections into compliance and removed the video features that CARU had questioned.

CARU, in its decision, noted that the company had cooperated fully in its inquiry.

Nike, in its advertiser’s statement, said the company “is pleased to have participated in the self-regulatory process.”

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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.

About Advertising Industry Self-Regulation: 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.