

CARU[®] NEWS

Immediate Release

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CARU EXAMINES BROADCAST ADVERTISING FOR MATTTEL'S SHONEN JUMP NARUTO TOYS

CARU Finds Advertising Accurately Represents Toys' Capabilities

New York, NY – May 29, 2007 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that depiction of the toys included in broadcast advertising for **Mattel Inc.'s** Shonen Jump Naruto Zabuzza Sword and Shuriken Shooter were adequate to assure that children would not be misled about the toys' capabilities.

Advertising for the toys came to the attention of CARU, the children's advertising industry's self-regulatory forum, through CARU's routine monitoring of the Internet.

The advertisement opened with a brief segment from the animated show "*Shonen Jump Naruto*." The next scene was live-action footage, featuring two young boys aiming toy weapons at outdoor targets. As each target was shredded, a disclosure stating "Rice Paper Target" appeared in the lower part of the screen in white letters. CARU initially was concerned that children viewing the commercial would take away the message that they could shred targets made of any type of material with the toys.

Following its examination of the commercial and the toys, CARU determined that the visual and aural message were clear and would not leave the impression that the toys could cut through more substantial material.

Mattel, in its advertiser's statement, said it is "Mattel's long standing policy to support CARU and comply with its Self-Regulatory Program for Children's Advertising. Mattel is pleased that CARU agrees with its assessment that this ad complies with the Guidelines. As always, Mattel will continue to adhere to CARU's Guidelines in future advertisements."

CARU's inquiry was conducted under *NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising*. Details of the initial inquiry, NAD's decision, and the advertiser's response will be included in the next *NAD 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 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.