

CARU[®] NEWS

Immediate Release

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CARU REVIEWS AD FOR ‘STOMP THE YARD’

CARU Recommends Sony Pictures Entertainment Refrain from Advertising PG-13 Films During Kids’ Programming

New York, NY – March 9, 2007 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **Sony Pictures Entertainment, Inc.**, refrain from advertising films rated PG-13 during television programming for children.

A television advertisement for “Stomp the Yard,” a movie marketed by Sony Pictures Entertainment, came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through its routine monitoring of advertising directed to children. The commercial aired on Nickelodeon during children’s programming. The movie is rated PG-13 for a scene of violence, some sexual material and language.

The company, in its advertiser’s statement, said it “made every effort to ensure that advertising for ‘Stomp the Yard’ was directed to adults, teens and older children.” The company said also that it believes advertising for “Stomp the Yard” was consistent with CARU’s *Guidelines*.

“Sony pictures will continue its commitment to making responsible media decisions for its films and will continue to prominently include the MPAA-rating information in all advertising to support informed parental decisions. Sony Pictures thanks CARU for its efforts in safeguarding children,” the company said.

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.