

CARU[®] NEWS

Immediate Release

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UPPER DECK PARTICIPATES IN CARU FORUM

Company Takes Immediate Steps to Make Website CARU, COPPA Compliant

New York, NY – March 20, 2006 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that www.upperdeckkids.com, a Website operated by the Upper Deck Company, has put in place necessary provisions to protect the privacy of child visitors to the site.

The Website came to the attention of the CARU through CARU's routine monitoring practices. CARU monitors Websites for compliance with CARU's *Self Regulatory Guidelines for Children's Advertising* and the federal Children's Online Privacy Protection Act.

The Website, which is directed to children, offers information on sports, Upper Deck products, contests and sweepstakes in addition to activities and services that include shopping, games, blogs and message boards. CARU was initially concerned that the Website allowed children under 13 to post personally identifiable information in private messages and in their personal profiles without first obtaining verifiable parental consent in violation of CARU's *Guidelines* and COPPA.

At the outset, the company informed CARU that it would make immediate changes to the Website to bring it into compliance. In addition, Upper Deck informed CARU that it intends to phase out any adult access or participation on the Website as an added measure, not required by CARU's *Guidelines* or COPPA, to assure that the UpperDeckKids Website is a safe environment.

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) and the 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. ERSP's funding is derived from membership in the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.