

For Immediate Release

## **CARU REVIEWS REWARDS ADVERTISING FROM UPPERDECK.COM**

*Company Agrees to Modify Advertising to Comply with Guidelines*

New York, NY – July 29, 2008 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that The Upper Deck Company, which operates the Website [www.kids.upperdeck.com](http://www.kids.upperdeck.com), modify advertising for the Website’s rewards program. The company has agreed to do so.

CARU, the children’s advertising industry’s self-regulatory forum, reviewed the advertising at issue pursuant to a consumer complaint.

The Website features information about sports cards, building a card collection, sports memorabilia and various other entertainment properties.

Children can personalize their Website experience and create a profile under the “My Upper Deck” section of the site. Through a member account, users can earn rewards points by winning quizzes and via on-line redemptions. Members register the codes from their cards for reward points or tokens, which are redeemable for a variety of prizes or games. In order for visitors under the age of 13 to gain this level of access, the Website Operator must first obtain verifiable parental consent through a mail-in or fax-in form.

The consumer complaint focuses on Upper Deck’s accounting of points earned and redeemed by children who visited the site and the availability of advertised merchandise and prizes.

CARU was concerned about whether the advertising presented an accurate and truthful depiction of the prizes, rewards, games and raffles available to users of the Upper Deck Kids Website.

Upon receiving CARU’s inquiry, the company promptly agreed to make the following changes:

Unavailable products will be clearly listed as “out of stock” or “unavailable.” Although the inventory on the Website is currently manually updated on a weekly basis, the Operator intends to automate its system to list the availability as quickly as possible and minimize human error. The advertiser stated that the automated portion of the system would be functional by July 2008.

The new system will include a countdown clock for each contest, raffle and game to demonstrate the amount of time left before expiration of the contest. As soon as the contest, raffle or game has expired, it would immediately be removed from the Website so users would not be able to register or play nor would tokens or points be removed for these activities.

CARU noted in its decision that it appreciates the company’s willingness to make the changes required to bring the Website into compliance with its *Guidelines*.

The company, in its advertiser’s statement, said it “accepts CARU’s decision in its entirety” and has “modified the advertising” as requested.

###

***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](http://www.narcpartners.org).