

For Immediate Release

CARU REFERS ADVERTISING FOR SUMMIT'S 'SPRAY RACER' TO FTC FOR FURTHER REVIEW

New York, NY – Oct. 16, 2008 – The Children's Advertising Review Unit of the Council of Better Business Bureaus, Inc., has referred advertising from Summit Products, Inc. to the Federal Trade Commission (FTC) for further review.

Advertising for Summit Products' "Spray Racer" came to the attention of CARU, the children's advertising industry's self-regulatory forum, through CARU's ongoing monitoring.

The Spray Racer is a toy vehicle, powered by water and air that is compressed when a child manually pumps a holding tank. Broadcast advertising depicts a child pumping the tank once to build up the requisite pressure to launch the car.

CARU requested the advertiser to provide a substantive response to the question of whether a consumer could duplicate the product performance as shown; specifically, whether a child pumping the product only one time would attain the 272 scale mile speed advertised.

CARU also questioned whether the fact that substantial pumping is required was adequately disclosed in the advertising. Finally, CARU questioned whether the car can attain the speed referenced in the commercial, i.e. 272 scale miles per hour.

The advertiser failed to provide a substantive response to CARU's inquiry. CARU, pursuant to its policies and procedures, has referred the matter to the Federal Trade Commission for further review.

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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.

