

For Immediate Release

CARU RECOMMENDS BUILD A BEAR WORKSHOP MODIFY FUTURE ADVERTISING TO CLARIFY PRICING

New York, NY – Nov. 14, 2008 – The Children’s Advertising Review Unit of the Council of Better Business Bureaus, Inc., has recommended Build-A-Bear Workshop (BABW) modify or discontinue price advertising claims that may confuse child consumers.

Television advertising for BABW came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s routine monitoring of advertising directed to children.

The commercial in question depicted a child at a BABW store, selecting a stuffed monkey, clothing and accessories. The announcer states, “You can make a new furry friend starting at \$10.00 and continue the adventure online for free at Buildabear.com.”

The commercial closes with a shot of a bear. The bear initially appears without clothing or accessories but within seconds is wearing a shirt, shorts, aviator sunglasses and sneakers. There is a large video super at the bottom of the island shot which states, “Animals starting at \$10.00.”

CARU concluded that a child could reasonably believe that any fully clothed and accessorized animal would cost \$10, although the monkey depicted cost \$18 and outfitting the animal similar to the one depicted would cost approximately \$40. Accordingly, CARU recommended that the advertiser clarify any reference to price in future advertising to include mention of the purchase of additional clothing and accessories.

In response to CARU’s inquiry, the advertiser noted that the advertising in question was no longer running and that no additional air time for the commercial had been purchased.

The company, in its advertiser’s statement, said CARU’s concerns would be considered in future advertising. Further, the company said, it “reiterates its commitment to the goals of the CARU and will continue to develop its advertising in conformity with its understanding of CARU Guidelines.”

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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.