

CARU RECOMMENDS DISCOVERY GIRLS MAGAZINE MODIFY AD FOR SURVIVAL GUIDE; COMPANY AGREES TO DO SO

New York, NY – Jan. 23, 2008 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Discovery Girls Magazine modify advertising for the *Girl’s Survival Guide 2007*, a book distributed by the advertiser.

The advertisement for the *Girls’ Survival Guide 2007* came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s ongoing monitoring.

The print advertisement encouraged potential consumers to “order now...before it’s too late!” and “Send in your order-only \$9.95!”

At the outset of its inquiry, CARU questioned whether the advertisement created a sense of urgency for children to purchase the product by employing such language as “order now” and “before it’s too late,” in violation of CARU’s guidelines on sales pressure. Further, CARU questioned the use of the words “only” and “just” to describe the price of the item.

In response to CARU’s inquiry, the advertiser agreed to revise the ads in question to comply with CARU’s guidelines.

The company, in its advertiser’s statement, said Discovery Girls Inc. “accepts CARU’s decision in its entirety and we agree to modify all of our advertising so that we are in accordance with the CARU Guidelines and legal requirements.”

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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About advertising 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 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.

