

CARU RECOMMENDS NINTENDO MODIFY ADVERTISING FOR WII GAME SYSTEM, GAME

Company Removes Advertising at Issue from its Website

New York, NY – Jan. 30, 2008 – The Children’s Advertising Review Unit of the Council of Better Business Bureaus has recommended that **Nintendo of America, Inc.**, modify advertising the Wii electronic game system and the game “Mario Party 8.” The company has agreed to do so.

CARU, the children’s advertising industry’s self-regulatory forum, examined the Website as part of CARU’s ongoing monitoring program. The advertising is part of a campaign entitled “Wii Would Like to Play.”

The advertising featured groups of four people – a family, office mates and young girls at a slumber party – playing Mario Party 8, each with a separate remote control.

A small video super appears during the slumber-party shot, stating “Game and system sold separately.” The announcer then states “With Wii everybody likes to party. Mario Party 8, rated E for Everyone.”

CARU was concerned that children watching the advertising at issue could be confused by what is included in the initial purchase of the Wii game system.

At the outset of its inquiry, the company notified CARU that the television advertising had ended. Nintendo further informed CARU that, to address CARU’s concerns, it would remove the advertising from its Website, wii.com.

“Nintendo is respectful of the CARU process and CARU’s guidelines,” the company said in its advertiser’s statement.

Nintendo noted that the advertising at issue was consistent with longstanding industry disclosure practices for marketing of video game systems, games and accessories. However, the company said, it has reviewed its TV advertising guidelines in consideration of CARU’s comments.

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.