

CARU EXAMINES ADVERTISING FROM DIGITAL BLUE

*CARU Recommends Advertiser Add Disclosure to Clarify
Products Included with Initial Purchase*

New York, NY – March 13, 2008 – The Children’s Advertising Review Unit of the Council of Better Business Bureaus has recommended that **Digital Blue**, which markets the “Disney Flix Video Cam,” modify advertising for the product to more clearly disclose what is included in the initial purchase. The company has agreed to do so.

Television advertising for the *Disney Flix Video Cam* came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through its routine monitoring of children’s programming.

The advertising in question promised that children could “create [their] own version of [their] favorite Disney movies and TV shows.” CARU questioned whether the advertising required a disclosure stating that each camera comes with one “Magic Director” software package containing storyboards and scene recreation materials for one film or television show, while others are available for separate purchase.

During the course of the CARU inquiry, case, the advertiser agreed to include an audio disclosure that would convey that the initial purchase only comes with one Magic Director pack and that others must be purchased separately. The audio disclosure will be added to any future iterations of the advertisement.

The company, in its advertiser’s statement, said it “accepts CARU’s decision in its entirety. Digital Blue agrees to modify the advertising for *Disney Flix Video Cam* before airing again, if ever, in accordance with the guidance provided by CARU.”

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.