

CARU REVIEWS ADVERTISING FOR HORSELAND.COM WEBSITE

Company Brings Website into Compliance with Guidelines, COPPA

New York, NY – April 30, 2007 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **Horseland LLC** operator of the Website www.horseland.com, modify the site to assure it is in compliance with CARU’s *Self-Regulatory Guidelines for Children’s Advertising*. The company has taken steps to do so.

CARU, the children’s advertising industry’s self-regulatory forum, reviewed the Website pursuant to CARU’s ongoing monitoring program. An advertisement for the Horseland products, including the Website address, appeared in the December/January 2008 issue of Discovery Girls magazine.

Upon its review of the Website, CARU – the children’s advertising industry’s self-regulatory forum – examined the site pursuant to CARU’s ongoing monitoring program.

At the outset of its review, CARU found that the site’s sign-up page included descriptions of two games – Horseland Jr., recommended for ages 6-12 and Horseland World, recommended for ages 13 and up.

CARU, in its decision, noted that it appreciated the practical purpose of expressly stating age recommendations for each game. However, CARU determined that the way the information was employed in this case was tantamount to tip-off language for users under 13; i.e. that in order to register for Horseland World, a participant had to be 13 or older. Accordingly, CARU recommended that the Website remove this language from the sign-up page.

CARU further noted the Website collected a date of birth during the registration process for Horseland Jr., in contrast to Horseland World where it only collected an email address. Since it is typical for children to “model-up” in their behaviors, Websites can expect that younger children will attempt to participate in activities expressly geared toward teenagers. CARU recommended that the Website should age screen all potential members.

Following CARU’s review, the Website operator implemented a central age screening process that collects age information neutrally and removed the tip-off language from the sign-up page. The Website also put a session cookie in place to prevent children from going back and changing their age to circumvent the screening process.

The company, in its advertiser’s statement noted that “Horseland appreciates CARU’s role in the industry’s self regulation and has implemented CARU’s suggestions to improve our sign-up process.”

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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.