

CARU REVIEWS BEACON STREET GIRLS WEBSITE, PROMOTION

CARU Recommends Changes; Operator Takes Immediate Steps to Comply

New York, NY – Jan. 31, 2008 – The Children’s Advertising Review Unit of the Council of Better Business Bureaus has recommended that **B*tween Productions Inc.**, operator of the Website www.beaconstreetgirls.com, modify its Website to better protect children’s privacy and assure that sweepstakes promotions disclose the odds of winning.

CARU, the children’s advertising industry’s self-regulatory forum, examined the Website – which promotes the “Beacon Street Girls” book series – as part of CARU’s ongoing monitoring program. At the outset of its inquiry, CARU questioned whether the site collected more personally identifiable information than necessary from children seeking to register for a newsletter. CARU also questioned whether a sweepstakes promoted at the site and the site’s privacy policies were in compliance with CARU’s guidelines.

At the outset of the inquiry, the site operator noted that it had made a number of modifications either before, or in response to, CARU’s inquiry.

Those modifications included a revised privacy policy and clearer depictions of the prizes offered in its sweepstakes, as well as a more complete disclosure of the odds of winning.

After receiving B*tween Productions substantive written response, CARU reviewed the redesigned site and recommended additional modifications to the site’s registration form. The operator immediately complied.

The company, in its advertiser’s statement, said it greatly appreciated “the opportunity to work with CARU and participate in the self-regulatory process.”

The company noted that CARU’s advice “was both used and appreciated, and demonstrates that CARU is an important partner in the fight to protect the privacy of our children online.”

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.