

CARU[®] NEWS

Immediate Release

Contact: Linda Bean
212.705.0129

CARU FINDS DANNON ADEQUATELY DISCLOSED MATERIAL CONDITIONS OF 'MILEY' SWEEPSTAKES

Grand Prize Included Recording Session with Hannah Montana Star

New York, NY – May 22, 2007 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that a sweepstakes offer from the **Dannon Company Inc.**, which offers a grand prize that includes a recording session with "Hannah Montana" star Miley Cyrus adequately disclosed material information.

Television advertising for Dannon's Danimals "Rock Out With Miley Instant Win Game" came to the attention of CARU through its routine monitoring of advertising directed to children. The commercial directed viewers to a Website where they could enter a sweepstakes with a grand prize that included a trip for six to L.A. to meet Miley Cyrus and the opportunity to record a version of a "Hannah Montana" song in a real recording studio.

The Website contained a link to the instant win game's official rules, including a disclaimer that stated, "If for any reason, Sponsor is unable to provide the meet and greet with Miley or for winner and guests to record the Recording, no compensation or substitution will be provided; however, remainder of prize package will be awarded and neither Sponsor nor ACNG will have any further obligation to winner."

CARU, the children's advertising industry's self-regulatory forum, was concerned that the disclaimer was material to a child and should be disclosed during broadcast advertising.

In response to CARU's inquiry, the advertiser noted that the disclaimers in the official rules followed standard business practices and were the standard clauses found in agreements between Dannon and its network partner. Further, the advertiser noted, only extraordinary circumstances such as an accident, illness or injury to Miley Cyrus would prevent the grand prize from being awarded as described in the advertisement.

CARU, satisfied with the advertiser's assurance that the non-participation of the celebrity was an unlikely occurrence, determined such information need not be disclosed in the commercial.

CARU noted, however, that the language of the disclaimers in the official rules, "if for any reason" and "subject to availability" did not accurately reflect the fact that it was only in extraordinary circumstances that the Talent would not participate in the prize. However, CARU recommended to the advertiser that it modify its disclaimers to the official rules to accurately describe the circumstances in which the Miley Cyrus would not be available to participate in the grand prize.

The company, in its advertiser's statement, said it will take CARU's opinion "regarding the specificity of its disclaimers into account for future advertising."

###

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.