

For Immediate Release

CARU REVIEWS ADVERTISING FOR TRIOPS' GROW-YOUR-OWN DINOSAUR KIT

CARU Recommends Advertiser Modify Packaging to Better Inform Child Consumers

New York, NY – Feb. 10, 2009 – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Triops Inc. modify packaging for its “Triassic Triops” grow-your-own dinosaur kit, to assure child consumers understand that distilled or bottled water is required.

The company’s packaging for the kit came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s ongoing monitoring.

The statement, “just add water” appeared on three different areas on the package. However, directions included with the kit specified that distilled water or spring water must be used. Additionally, a continuous light source was required to keep the tank at a constant temperature.

Following its review of the packaging, CARU determined that one reasonable takeaway message conveyed to children by the packaging was that ordinary tap water could be used with the kit. In reaching its determination, CARU considered the prominence and the frequency with which the claim, “just add water” appeared on the packaging. CARU recommended that the advertiser modify its packaging to better inform child consumers.

The company, in its advertiser’s statement that while “we continue to disagree that ‘just add water’ is deceptive ... we are cooperating with CARU for the current packaging we are designing. That packaging will now advise the buyers to the effect that they can just add bottled water and an artificial light source to hatch Triops. We hope this eliminates the issues CARU had with our product and indicates our good faith with its efforts.”

“We appreciate the company’s participation in the self-regulatory process,” said CARU Director Wayne Keeley.

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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.