

For Immediate Release

CARU RECOMMENDS JAKKS MODIFY ADVERTISING TO MORE CLEARLY DISCLOSE WHAT IS SOLD WITH INITIAL 'GIRL GOURMET' PURCHASE

New York, NY – April 21, 2009 – The Children's Advertising Review Unit of the Council of Better Business Bureaus, Inc., has recommended that Jakks Pacific Inc., modify broadcast advertising to better disclose what consumers will receive with the initial purchase of the Girl Gourmet Cupcake Maker.

CARU, the children's advertising industry's self-regulatory forum, reviews advertising directed to children under the age of 12 to assure that it is truthful, fair and in compliance with the guidelines contained in CARU's Self-Regulatory Program for Children's Advertising.

In this case, the advertising at issue featured several young girls making cupcakes with the Girl Gourmet Cupcake Maker. A voiceover states: "Introducing the Girl Gourmet Cupcake Maker, lots of yummy cupcakes you bake and decorate. Just pour, mix and bake in your microwave. Cooks in just 30 seconds. So fast to make with your cupcake maker: Frost it, then eat it. Bake, decorate and share with your friends."

The announcer later states: "Gourmet Girl bakes in your microwave and comes with everything you see here. Other sets each sold separately. Ice cream sandwich maker also available."

CARU questioned whether the referenced commercial adequately disclosed how many cupcake mixes come with each set. The advertiser contended that the commercial clearly displays in an "island" shot four packets of cupcake mix and icing and one packet of sprinkles while an announcer states, "comes with everything you see here. Other sets each sold separately."

In its decision, CARU noted that the island shot was brief, which made it difficult to discern how many packets of mix, icing and toppings were included, while the largest share of the commercial showed dozens of colorful cupcakes. CARU determined that a child viewing the commercial may believe that she need only purchase one cupcake maker set in order to make, if not all the cupcakes depicted, more cupcakes than are included with the set. Accordingly, CARU recommended that a separate audio disclosure be added to inform children that the set comes with 4 cupcake mixes and additional packets may be purchased separately.

Jakks, in its advertiser's statement, said the commercial at issue had reached the end of its scheduled run and confirmed that if it ran the advertisement in the future it would include an audio disclosure to convey to children that each set comes with four cupcake packs.

###

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