

For Immediate Release

## **CARU REFERS ADVERTISING FOR 20<sup>TH</sup> CENTURY FOX'S 'WOLVERINE' TO MPAA FOR FURTHER REVIEW**

*New York, NY—May 14, 2009*—The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has referred television advertising for the 20<sup>th</sup> Century Fox film "Wolverine X-Men Origins" to the Motion Picture Association of America (MPAA) for further review.

Television advertising for the film came to CARU's attention through its routine monitoring practices. The commercial for "Wolverine X-Men Origins" rated PG-13 by the Motion Picture Association of America (MPAA) for "intense sequences of action and violence and partial nudity," aired, among other times, on April 9, 2009, on Cartoon Network between 6-6:30 p.m.

This raised concerns regarding the appropriateness of advertising a film rated PG-13 to children. CARU's *Self-Regulatory Program for Children's Advertising* states in part that advertisers "should take care to assure that only age appropriate videos, films and interactive software are advertised to children, and if an industry rating system applies to the product, the rating label is prominently displayed."

In evaluating whether the content of movie and video games are inappropriate for children CARU look to industry ratings. According to MPAA Advertising guidelines, PG-13 films with certain content may only be advertised to particular audiences. The Advertising Administration works with film companies in targeting ads appropriately; ads for films containing mature content may not be directed toward children.

Pursuant to an agreement reached with the MPAA, if an advertisement for a film rated PG-13 was inadvertently placed during children's programming, CARU will ask the advertiser to pull the ad and to make sure the placement does not reoccur. If the advertiser complies, CARU will close its inquiry. If the placement was intentional, CARU will refer the matter to the MPAA Advertising Administration to determine whether the film is appropriate to be advertised during that time.

The advertiser informed CARU that the commercial was intentionally placed during children's programming. CARU is consequently referring this matter to the MPAA for further review.

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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. NARC establishes the policies and procedures for the National Advertising Division (NAD) of the Council of Better Business Bureaus, the CBBB's Children's Advertising Review Unit (CARU), the National Advertising Review Board (NARB) and the Electronic Retailing Self-Regulation Program (ERSP).

The NARC Board of Directors is composed of representatives of the American Advertising Federation, Inc. (AAF), American Association of Advertising Agencies, Inc., (AAAA), the Association of National Advertisers, Inc. (ANA), Council of Better Business Bureaus, Inc. (CBBB), Direct Marketing Association (DMA), Electronic Retailing Association (ERA) and Interactive Advertising Bureau (IAB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation.

NAD, CARU and ERSP 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. NARB, the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate NAD/CARU 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 industry self-regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).