

For Immediate Release

CARU RECOMMENDS KIDZ BOP MODIFY WEBSITE TO BETTER PROTECT CHILDREN'S PRIVACY; COMPANY AGREES TO DO SO

New York, NY – June 24, 2009 – The Children's Advertising Review Unit of the Council of Better Business Bureaus (CARU) has recommended that Kidz Bop LLC take steps to better protect the online safety of children who visit the company's Website at www.kidzbop.com.

The site came to the attention of CARU through a consumer complaint. Kidz Bop is the name of a series of popular music albums recorded for children and sold by Kidz Bop LLC. Website features amateur music videos from child fans, as well polls, information about Kidz Bop products, online games, a newsletter and e-cards.

During its initial review of the site, CARU discovered that the Kidz Bop site included link to a mobile marketing Website operated by a second company, Gameloft. A review of the Gameloft site, which CARU determined was not in compliance with CARU's guidelines, including guidelines that address online privacy protection.

Further, CARU determined that the Kidz Bop Privacy Policy did not include the operator's contact information as required by the federal Children's Online Privacy Protection Act COPPA.

In response to CARU's inquiry, Kidz Bop asserted that it was unaware of the Gameloft advertisement, which was placed on the Website by Kidz Bop's exclusive advertising agent, Gorilla Nation (Gorilla). According to Kidz Bop, Gorilla will comply with its contractual obligation to exercise its reasonable best efforts to ensure that no advertisements on Kidz Bop's Website contains links to content that is contrary to public policy or otherwise is unlawful.

Further, the operator agreed to include corporate contact information in the Website's privacy policy to address CARU's concern.

CARU noted in its decision that it is pleased Kidz Bop has made modifications to the site.

The company, in its operator's statement, said that "Kidz Bop LLC believes that maintaining online privacy for children is an extremely important goal. CARU's efforts in assisting the industry in meeting this goal are invaluable. We are happy to cooperate with CARU to ensure that www.kidzbop.com complies with CARU's Guidelines and COPPA, and pleased with the satisfactory conclusion of this inquiry."

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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.