

For Immediate Release

CARU RECOMMENDS SPIN MASTER DISCONTINUE CERTAIN BROADCAST CLAIMS FOR 'KID KLEEN BATH BLIZZARD'; FINDS COMPANY CAN SUPPORT CERTAIN CLAIMS

New York, NY – April 5, 2010 –The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Spin Master discontinue certain advertising claims for the "Kid Kleen Bath Blizzard." CARU determined that certain claims were adequately supported.

CARU, the children's advertising industry's self-regulatory forum, examined television advertising for the product that aired during children's programming. The advertising at issue came to CARU's attention through CARU's routine monitoring of advertising directed to children.

The Bath Blizzard is a battery operated toy that hangs in the bathtub and produces bubbles using the Bath Blizzard soap solution.

The 60 second commercial featured two young children in a tub filled with bubbles. A voiceover introduced Bath Blizzard, as a "revolutionary new toy for filling the bath with the foamiest bubbles." An adult hand turned the toy on and, within seconds, bubbles spilled from the toy's opening as a voiceover states, "watch your bath fill up instantly with bubbles." A video super appeared below the Bath Blizzard that stated, "Requires 4 C Batteries – not included."

The voice over then stated, "KidKleen Bath Blizzard creates 5000 foam bubbles per minute," followed by scenes of children playing in the bath and the statement, "When you wash with Kid Kleen, it's completely safe and pediatrician approved and easy on sensitive skin."

The commercial concluded with an island shot of the Bath Blizzard and all its accessories, accompanied by a voiceover that stated, "You can get the complete set for \$24.95 plus shipping and handling, the Bath Blizzard is not available in stores."

CARU's inquiry focused on the following claims:

- *"5000 foam bubbles per minute"*
- *"Pediatrician approved"*
- *"Completely Safe"*
- *"Easy on Sensitive Skin"*

CARU also examined whether the advertisement adequately disclosed that batteries are not included with the initial purchase.

Following its review of the advertiser's evidence, CARU determined that the evidence was insufficient to support claims that the product is "Pediatrician approved," "Completely Safe," and "Easy on Sensitive Skin." CARU recommended the advertiser discontinue those claims.

In arriving at its conclusion, CARU noted in its decision that the evidence in the record did not include survey evidence from pediatricians. Further, CARU noted, the product was tested in a diluted form and on adult subjects. Only one of the four tests presented as evidence by the advertiser utilized a control group by which to compare its findings.

CARU also recommended that the advertiser include an audio disclosure be added to clearly inform children that batteries are not included with purchase of the product.

Finally, CARU determined that the advertiser could support the claim that the product produces 5,000 bubbles per minute.

The company, in its advertiser's statement, said the commercial had ended its scheduled flight and that there were no plans to run it again.

"Although Spin Master Ltd. does not necessarily agree with all of CARU's conclusions, it will take CARU's guidelines and recommendations into consideration in future advertisements," the company said.

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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 primary 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.