

For Immediate Release

CARU RECOMMENDS CONAGRA MODIFY BROADCAST ADVERTISING FOR 'KRAZY COMBO KASH' SWEEPSTAKES

New York, NY – June 17, 2010 –The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that ConAgra Foods modify television advertising for its "Kid Cuisine Krazy Combo Ka\$h Sweepstakes," to better depict the free means of entry and possible prizes.

Advertising for the sweepstakes came to the attention of CARU, the children's advertising industry's self-regulatory forum, through CARU's routine monitoring of advertising directed to children.

The commercial opened with a voiceover that stated:

"Now Kid Cuisine crazy combos mash together crazy things!"

The commercial then showed a child eating dinosaur-shaped chicken nuggets, followed by a close-up of glitter pudding and a shot of the front of the package, which features an ad for the Sweepstakes. The next segment featured Kid Cuisine's mascot, a cartoon penguin, with stacks of cartoon cash, which transform into video games, sports equipment, and other goods. A voiceover then stated: "You can win Krazy Combo Ka\$h, good for all kinds of prizes. Many will enter, few will win. Ask a parent's permission before going online."

The commercial closed with the logo for the Sweepstakes, and noted that children could enter by either purchasing a Kid Cuisine meal or logging onto the Sweepstakes Website and getting a free code. There is a disclosure in white on the bottom of the screen, which stated:

No purchase necessary. Many will enter, few will win.

CARU questioned whether the free means of entry was clearly disclosed and whether the Sweepstakes prize – a gift card – was clearly disclosed.

Following its review of the commercial, CARU determined that the quick shot of animated cash transformed into prizes did not clearly inform children that "Krazy Combo Ka\$h" is a gift card or explain how the card could be used.

Further CARU determined that the video disclosure regarding free means of entry was inadequate and should be accompanied by an audio disclosure.

CARU recommended the advertiser modify the commercial.

ConAgra, in its advertiser's statement, said it has "taken steps to ensure that the free means of entry for sweepstakes will be more clearly disclosed in future advertising." The company said it disagreed that the prize depiction in the commercials was unclear to children. However, the company said it will take "CARU's concerns into consideration for future sweepstakes advertising to children."

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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.