

For Immediate Release

CARU RECOMMENDS MATTEL MODIFY SWEEPSTAKES WEBSITE TO BETTER DISCLOSE FREE MEANS OF ENTRY

New York, NY – August 5, 2010 –The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Mattel, which operates the Website www.barbiepinkticket.com, modify the site to better disclose the free means of entry to the Barbie Pink Ticket Party Sweepstakes.

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

Upon CARU’s initial review, the homepage of the sweepstakes contained a link entitled, “How to Play.” When a visitor clicked on the link, she was brought to a page with three boxes listing the steps to play the instant win game. These included:

*“1. Get a Code – There are game pieces inside specially marked Barbie dolls, toys and DVDs. * Each game piece has a code! Can’t find your code?”*

“2. Grab a Parent – Get your mom or dad’s permission and ask one of them to help you register.”

“3. Let’s Play – click to play now to enter your code.”

At the bottom of the three boxes a message, in bright pink, stated, *“Good luck! Keep your fingers crossed!”*

Underneath was an asterisk with a message in smaller print that stated, *“*No Purchase Necessary to participate in game. Purchase does not increase your chance of winning. See Official Rules to learn more.”*

Visitors could read the “Official Rules” by clicking on a hyperlink.

CARU was concerned that the written disclosure did not clearly identify how to enter the sweepstakes without making a purchase.

Upon receiving CARU’s inquiry, the advertiser agreed to make the following changes to the Website:

- The font size of the disclosure was increased to the size of other type on the page and bolded improve visibility.
- The disclosure was reworded to further clarify how to enter without a purchase.
- The Official Rules hyperlink continued to navigate the user to the full details on how to enter without a purchase where a section of the rules was made bold for visibility.

The company, in its advertiser’s statement, said that Mattel “is a long-time supporter of CARU and appreciates the opportunity to participate in the self-regulatory process. While Mattel believes its initial web disclosures were clear, we welcomed CARU’s input and will continue to take CARU’s concerns into account in future promotions.”

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.