

CARU NEWS

For Immediate Release

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McDONALD'S CORPORATION PARTICIPATES IN CARU'S SELF-REGULATORY FORUM

New York, NY – June, 1, 2005– The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. (CBBB) the children's advertising industry's self-regulatory forum, recommended that **The McDonald's Corporation (McDonald's)** clearly depict all options available as part of its Mighty Kids Meals (entrees, drinks and side dishes), in future commercials for this product. A :15 television commercial for the Mighty Kids Meal and a :15 premium tag came to CARU's attention through its routine monitoring of children's advertising.

CARU found that because these commercials featured only a double cheeseburger, a small fries and a 16 ounce container of soda, children would believe that the only options available as part of the Mighty Kids Meal are those specific foods. In fact, the company also offers alternate entrée, fruit/vegetable, and drinks, i.e.: Chicken McNuggets, apple dippers with low-fat caramel sauce, and apple juice and low-fat regular and chocolate milk. CARU's Guidelines, in the section entitled "Product Presentation and Claims", state, "What is included and excluded in the initial purchase should be clearly established."

In a statement to CARU, McDonald's respectfully disagreed with CARU's determination that the commercials were misleading, noting that the company provides extensive information about menu selections in the restaurants, including on new menu boards. The advertiser also noted that the commercials had completed their on-air rotation. The company stated, however, "In the spirit of cooperation, McDonald's will take CARU's recommendations into consideration in its future advertising."

CARU's inquiry was conducted under NAD/CARU/NARB Procedures for Voluntary Self-Regulation of National Advertising and resolved within 60 business days. Details of the inquiry, CARU's decision and the advertiser's response will be included in the next NAD/CARU Case Report. Members of the press who wish to see a copy of the decision now should email CARU at elascoutx@caru.bbb.org

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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), the Children's Advertising Review Unit (CARU), and the National Advertising Review Board (NARB).

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, including the Internet. 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/NARB's sole source of funding is derived from membership fees paid to the Council of Better Business Bureaus.