



ADVERTISING SELF-REGULATORY COUNCIL

Electronic Retailing Self-Regulation Program

ERSP Review Program: General Activity Report

As part of the ERSP Review Program, six companies, FortuneBuilders, Inc., Paradigm Direct, Response Marketing Group, LLC, Zurixx, LLC, Lincoln Institute of Financial Education, LLC, and Prime Corporate Services voluntarily submitted their advertising to ERSP for review. In addition, some Participants provided live seminar recordings and/or access to call recording systems so that ERSP can randomly select and review a sample of recordings or calls on a daily basis.

ERSP monitors Participants' advertising, telemarketing, and/or live seminar recordings for adherence to general advertising principles regarding the truthfulness and accuracy of the representations being made to consumers. ERSP staff also attends randomly selected free live seminar events of both Participants and non-Participants to evaluate the substantive representations in the context of the presentations.

More specifically, as part of its self-regulatory undertaking, ERSP evaluates the "primary" or "core" claims made in Participants' advertising materials, scripts, telemarketing/seminar recordings, and presentations, i.e., those representations which are deemed by ERSP to be the most significant and fundamental in the communication of material attributes or characteristics of their coaching or mentoring program. The "primary" or "core" claims in a script, telemarketing call, or a live seminar for a coaching or mentoring program include (but are not limited to) claims relating to the objective benefits of the coaching or mentoring program (especially financial benefits) and the qualifications of coaches or mentors or the nature of the assistance.

In addition to monitoring Participants' advertising, ERSP continues to monitor representations made in direct response advertising of lead generation marketers. Since the inception of the program, ERSP has closed 47 cases regarding the truth and accuracy of core claims communicated in lead generation advertising. In addition, ERSP currently has 3 lead generation cases pending. More detail regarding the results of the completed reviews can be found at www.asrcreviews.org.

About Advertising Industry Self-Regulation: The Advertising Self-Regulatory Council establishes the policies and procedures for advertising industry self-regulation, including the National Advertising Division (NAD), Children's Advertising Review Unit (CARU), National Advertising Review Board (NARB), Electronic Retailing Self-Regulation Program (ERSP) and Online Interest-Based Advertising Accountability Program (Accountability Program.) The self-regulatory system is administered by the Council of Better Business Bureaus.

Self-regulation is good for consumers. The self-regulatory system monitors the marketplace, holds advertisers responsible for their claims and practices and tracks emerging issues and trends. Self-regulation is good for advertisers. Rigorous review serves to encourage consumer trust; the self-regulatory system offers an expert, cost-efficient, meaningful alternative to litigation and provides a framework for the development of a self-regulatory to emerging issues.

To learn more about supporting advertising industry self-regulation, please visit us at: www.asrcreviews.org.