

Media Statement

For Immediate Release

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**FTC Commissioner Calls for Stronger Standards to Shield
Youth from Alcohol Advertising**

Statement from the Center on Alcohol Marketing and Youth (CAMY) at Georgetown University; Statement attributable to David H. Jernigan, Ph.D., executive director, Center on Alcohol Marketing and Youth (CAMY) at Georgetown University

Washington, DC - "Federal Trade Commissioner Pamela Jones Harbour today called for strengthening the alcohol industry's placement standard for its advertising from 70% legal-aged audiences to 75%. The Center on Alcohol Marketing and Youth estimates that this much-needed strengthening of the standard would affect approximately 12% of youth exposure in each of the three measured media of television, radio and print. With underage drinking rates continuing at stubbornly high levels, and numerous federally-funded long-term studies finding a significant relationship between youth exposure to alcohol advertising and underage drinking, Commissioner Harbour's dissent from her fellow Commissioners is a step in the right direction towards protecting our youth."