



February 18, 2009

Mr. Michael Eisner
Owner, Topps Company, Inc.
1 Whitehall Street
New York, NY 10004-2109

Dear Mr. Eisner:

We were disappointed to learn that, under your direction, Topps Company has undertaken a new campaign with the new teen band, Clique Girlz, to market products to children that could contribute to obesity, diabetes, and tooth decay. We strongly urge Topps to end the campaign and to adopt guidelines for responsible food marketing to children by joining the Council of Better Business Bureau's Children's Food and Beverage Advertising Initiative.

It is shameful that you are using a band of young girls to promote baby bottles full of sugar-powder with lickable candy nipples. We expected more from a former steward of the Walt Disney Company, which has become a leader in food marketing to children by adopting nutrition standards for character licensing and sponsorship.

At this time of unprecedented rates of childhood obesity and concerns over child nutrition, fifteen companies have committed to limiting their marketing to children. Leading candy companies, Hershey's, Cadbury Adams, and Mars, already are members of the CBBB children's advertising initiative. Topps is noticeably absent from this list, and is taking advantage of susceptible children while other have vowed to be more responsible.

We urge Topps to set nutrition standards and apply them to all marketing aimed at children, including advertising on all kid-directed media, including television, print, and radio, marketing in elementary, middle, and high schools, and on the Internet. In addition, we encourage Topps to join Kellogg and General Mills in applying nutrition standards to the use of licensed characters and other marketing on food packages. Working through the CBBB framework would provide credibility and transparency to any efforts to reduce the marketing of low-nutrition foods to children. We await your response.

Sincerely,

Michael F. Jacobson, Ph.D.
Executive Director

Margo G. Wootan, D.Sc.
Director, Nutrition Policy