



**ADVERTISING STANDARDS &
GUIDELINES**

Introduction

The Basketball Festival, LLC (“LiveHoops”) may sell digital media (including display advertisements and video advertisements), and a variety of sponsorship opportunities (custom or evergreen) for the advertising of goods and services, or other appropriate industries. Because LiveHoops is responsible for what is shown on its owned and operated properties as well as social media platforms, LiveHoops maintains control over the advertisements. LiveHoops sells advertising on a neutral, non-discriminatory basis, but, except where required by law, reserves its right to decline or restrict advertisements that do not meet its standards, are contrary to the expectations of its audience or disparage our company, people, partners or members of our audience.

Scope/Overview

Unless otherwise stated, the below policies apply globally to all The Basketball Festival, LLC properties, all advertisements served through our ad servers or production, and all ad types and implementations. This includes, but is not limited to, display advertising, video advertising, social media postings, broadcast graphics/integrations and custom or sponsored executions.

All creatives, advertisements and other materials subject to these policies must comply with all applicable laws and regulations. While LiveHoops requires its advertisers to comply with these Policies, the content of the advertisements is the advertiser's responsibility, and by placing the advertisements, the advertiser assumes all liability for and arising from the advertisement. These guidelines are neither all-inclusive nor exhaustive. LiveHoops recognizes that these guidelines can change over time as the digital advertising and societal standards continue to evolve. Therefore, the guidelines are not intended as a substitute for continuing dialogue with LiveHoops. Unless otherwise stated, the acceptability of an advertisement always depends on the evaluation of the advertisement itself.

The basic principles of advertising acceptance are advertising should be honest and in good taste, claims should be substantiated and qualifying information about the attributes or use of a product should be disclosed whenever qualifying information is required to avoid misleading consumers.

Ad Review

All ads that run on our platforms may be subject to review to determine whether they comply with these policies. LiveHoops reserves the right to:

- reject any digital ads or videos that do not conform to LiveHoops formats and specifications (dimensions, file size, length, etc.).
- accept or reject at any time advertising for any product or service submitted for distribution over any of its programming or owned and operated websites.
- require elimination or revision of any material in advertising copy which violates LiveHoops’ standards, policies or guidelines; federal, state or local laws or regulations; is

otherwise contrary to the public interest; or is in violation of the Standard Digital Terms and Conditions;

- reject any advertising in which the advertised product, program, or service could negatively affect its audience;
- reject any advertising that appears in LiveHoops sole judgment to improperly associate the submitting advertiser with a LiveHoops or LiveHoops-advertiser sponsored or owned property.
- reject any digital ads which LiveHoops believes may be collecting Personally Identifiable Information.
- reject any advertising that contains, or triggers on a viewer's electronic device, any interactive feature, data, or functionality without LiveHoops' express prior approval.
- Under no circumstances may advertising material include the emergency alert system ("EAS") or Wireless Emergency Alert ("WEA") tones or anything that sounds similar to the EAS or WEA tones, including in news footage or in any other format.
LiveHoops will distribute advertising material which is lawful and of the highest possible standards of excellence and in this regard, LiveHoops may refuse to distribute any commercial or any element there of that, in LiveHoops sole judgment:
 - Does not conform to these regulations or LiveHoops general practices and formats regarding advertisements.
 - Is not of a suitable artistic and technical quality.
 - May violate any rights of any person, firm or corporation.
 - Contains any false, unsubstantiated or unwarranted claims for any products or service, or makes any unauthorized testimonials.
 - Advertises any handgun or handgun ammunition.
 - Make any appeal for funds.
 - Contains any material that is defamatory, obscene, profane, vulgar, repulsive or offensive, either in theme or in treatment or that describes or depicts repellantly any internal bodily functions or symptomatic results of internal conditions or refers to matters that are not considered socially acceptable topics.
 - Contains any false or ambiguous statements or representations that may be misleading to the audience.
 - Includes any element of intellectual property without the owner's consent to such use, including but not limited to music, mechanical, performance and synchronization rights or gives rise to any other colorable claim of infringement, misappropriation, or other form of unfair competition.
 - Disparages or libels any competitor or competitive products.
 - Is or might be injurious or prejudicial to the interest of the public, LiveHoops or honest advertising and reputable business in general.

Advisories

Advertisements may not use advisories such as "Warning! The following contains...", "We interrupt this program/commercial to bring you...", "Viewer Discretion Advised..." and similar phrases in video or on display advertisement.

Alcoholic Beverages

LiveHoops accepts advertisements of alcoholic beverages (beer/wine/malt beverages/liquors) with some restrictions. In general, alcoholic beverage advertising should not encourage excessive consumption, unsafe behavior, or the use of the product by those under the legal drinking age. Alcohol should not be depicted as essential to social success or acceptance (e.g., gaining popularity) or imply that refusal to drink is a sign of weakness. Alcoholic advertisements may not depict the consumption of alcohol beverages within the advertisement itself.

Beer/Wine/Malt Beverage Advertising

Advertising for Beer/Wine/Malt Beverages (no more than 24% alcohol by volume) is generally acceptable in programming targeted to adult audiences. Such advertisements will not be approved to air on youth or high school sports programming. Advertisements may be subject to additional restrictions at LiveHoops discretion.

Advertisements must include the following:

- Legible discloser of the corporate name, city and state of the brewer, producer, packer wholesaler or importer.
- Responsibility messaging.
- (For Malt Beverages Only) - Legal disclaimer that the product is a malt beverage.
- (For Malt Beverages Only) - LiveHoops may require, on a case-by-case basis, a visual legal disclaimer that identifies the percentage of alcohol by volume. Hard Liquor/Distilled Liquor
Advertisements for hard liquor/distilled liquor is generally acceptable in programming targeted to adult audiences. Such advertisements will not be approved to air on youth or high school sports programming. Advertisements may be subject to additional restrictions at LiveHoops discretion.
Advertisements must include the following:
 - Legible disclosure of the corporate name, city and state of the brewer, producer, packer wholesaler or importer.
 - Responsibility messaging.
 - Percentage of alcohol by volume.Advertising nonalcoholic products containing the name of a distilled spirit brand name (i.e., Jack Daniels Barbecue Sauce) is acceptable.

Casinos, Gambling and Fantasy Sports

Advertisements for casinos or other gambling related ventures (including fantasy and daily fantasy products) may be accepted on a case-by-case basis. Such advertisements must be targeted to adults and will not run on any youth, high school, and some collegiate events for sites.

These advertisements must conform to all rules and regulations in the markets to which they are shown. Additional disclaimers and restrictions may apply.

CBD/Cannabis

Advertising for non-ingestible hemp, CBD or CBN products (lotions, creams, salves, oils, etc.) are acceptable on a case-by-case basis. The product must be derived from industrial hemp and intended for topical use only. Marijuana-derived CBD/CBN are not allowed.

Additional requirements under consideration for CBD advertisements:

- Must only target geographical areas where the product is legal.
- Must be targeted to adults 18+
- Creative messaging cannot feature marijuana plants, symbols or imagery.

Advertisement for traditional cannabis/marijuana products or use is not permitted on LiveHoops.

Charitable Appeals

LiveHoops will accept advertisements for charitable organizations on a case-by-case basis. Any solicitation of funds, whether direct or indirect, will also be considered on a case-by-case basis. Clear sponsorship identification is required.

Competitive Advertising

Advertisements for competitor programming, streaming services or rights holders will be considered on a case-by-case basis. Such advertisements may be subject to programming, sport or scheduling restrictions as LiveHoops deems appropriate.

Condoms/Contraceptives & Other Sexually Oriented Products

Advertisements for condoms and contraceptives will be considered on a case-by-case basis and may be subject to further restrictions - both in scheduling and audience. Advertisements should not be sexually explicit and should avoid graphic audio and video depictions, descriptions and languages. Adult-oriented or sex-related books, DVDs, magazines, software, videos, websites, photos, devices, toy's, clubs or products are not permitted.

Contests/Sweepstakes

All advertiser-supported contests or sweepstakes submitted to LiveHoops must meet all applicable FCC requirements, as well as FTC rules and federal, state and local laws.

Complete details, continuity, as well as proposed short rules language of all advertised contests and sweepstakes must be submitted to LiveHoops for review.

All on-air copy regarding contests and sweepstakes must contain clear and complete information including the following:

- Complete contest rules, or when and how they may be obtained by the public (i.e., a web address with copy: “For complete contest rules visit www._____.com”).
- The availability of entry forms and how to enter, including alternate means of entry where appropriate.
- The termination date of the contest (and start date, if not already commenced).
- Any eligibility requirements or restrictions.
- The prize suppliers, when applicable.
- For chance contests, the following is required:
 - No Purchase Necessary (Additional language may be required depending on the contest);
 - Void Where Prohibited.
 - Odds of Winning (If varied or unusual).
- For skill contests, judging criteria must be stated.

A complete copy of the rules, entry blank, promotional material and/or any published information, e.g., newspaper advertisements, about the contest should be included with the broadcast copy submitted to LiveHoops for clearance. All contest rules must be complete and contain:

 - Eligibility requirements.
 - Odds of winning (for chance contests);
 - Restrictions as to the number of entries made by an individual.
 - The nature, extent and value of the prizes.
 - Where, when and how entries are submitted.
 - The basis on which prizes will be awarded.
 - The start and termination dates of the contest.
 - When and how winners will be selected, including tie-breaking procedures when necessary, and procedures to be followed in the event a winner is ineligible or disqualified.
 - How winners will be notified.
 - Time limits to claim or use prizes, if any.
 - Restrictions as to the number of times an individual can win.
 - Reference to “participating dealers” if not all outlets are involved.
 - Corporate name and physical address of contest sponsor.
 - Other information as deemed necessary by LiveHoops.

Crude Language/Gestures

Crude or coarse language, gestures or symbols may not be used in any advertising, nor can they be bleeped, blurred, pixilated or otherwise censored.

Cryptocurrencies, Virtual Currencies, NFT’s and Related Services

Cryptocurrencies are any type of unregulated digital money or other virtual currency, that do not have legal tender status in any jurisdiction.

LiveHoops can allow advertisements of cryptocurrency on a case-by-case basis, in areas where legal.

Cryptocurrency advertisements must comply with LiveHoops policies regarding financial investment products and may not create an unrealistic expectation about the financial results or risks of the product.

Ads may not make claims that are contrary to the legally required disclosures. Exaggerated or unrealistic claims are not acceptable, even with disclosures to 'counteract' exaggerated claims. For example, ads may not claim that investing in bitcoin guarantees an income, or a return on investment, or will enable users to make significant money without risks.

Ads may not promote use of cryptocurrencies for illegal purposes.

NFT Guidelines

The promotion of NFTs for digital collectibles is allowed in markets where use of NFTs are legal.

- Digital collectibles are defined as those that represent ownership of a digital work of art, and not ownership of an underlying financial instruments.
- Other forms of NFTs may be accepted on a case-by-case basis.
The promotion of NFTs based on physical assets or securities is prohibited. The promotion of NFTs as an investment opportunity is prohibited. NFT Platforms that provide custodial cryptocurrency wallets for users must be registered with the relevant local authorities in markets where available.

Dating Websites

LiveHoops may allow advertisements of dating websites on a case-by-case basis, with restrictions on where advertisement messages appear, provided:

- The advertisements are presented in good taste and is consistent with LiveHoops brand standards.
- The content of the website and service provided is generally acceptable.
- The platform does not exclude any persons or groups and does not include any discriminatory messaging.
- The content clearly communicates that all participants must be of legal age.

Defamatory, Violent or Obscene Materials

LiveHoops will not permit any advertisement that contains material that is in whole or in part defamatory, obscene, profane, vulgar, repulsive or offensive or excessively violent, either in theme or in treatment, or that describes or depicts repellantly any internal bodily function or symptomatic results of internal conditions or refers to matters that are not considered socially

acceptable topics. All advertising is reviewed within the context of the product and theme. The graphic depiction of blood is not permitted. At no time can a person be shown shot, stabbed, impaled, blown up, maimed or killed. Censor bars, pixilation or any attempt to cover violence, nudity, curse word or another material otherwise deemed impermissible is not permitted.

LiveHoops Advertising Guidelines take into consideration the nature of the product or service advertised, the content and context of the advertising, and the relevant audience composition. All advertising material will be reviewed on a case-by-case basis.

Drugs, Prescription / Non-FDA

Prescription drug advertisements must comply with FDA Guidelines. Under the FDA's guidelines, a video advertisement for a prescription drug must contain two elements: these are referred to as the "Major Statement" and the "Adequate Provision." The Major Statement includes all the product's most important risk information in a "consumer friendly" manner. (The FDA believes this information can, in most cases, be communicated in 60 seconds or less.)

"Adequate Provision" refers to disclosure of the more detailed information contained on the medicine's labeling. The FDA will now accept dissemination of this information outside the commercial if the following guidelines are followed:

- The commercial includes an operating toll-free number of which consumers can call for approved package labeling. Upon calling, consumers must be given the choice of having the labeling mailed to them or read to them over the phone.
- The advertiser must provide an alternative means of obtaining this information: for example, stating in the commercial that additional product information is available in concurrently running print advertisements, or making brochures available in publicly accessible sites like doctor's offices, pharmacies, grocery stores and public libraries (this is to reach people who do not have access to the Internet, or who are otherwise unlikely to call a 1-800 number)
- The commercial must contain an Internet web page (URL) reference that provides access to package labeling and a statement that pharmacists and/or physicians may provide additional product information to consumers.

Prescription Drug Advertising

Prescription drug advertising should adequately reflect FDA guidelines for prescription drug commercials:

- Must be accurate and not misleading.
- Must not omit material facts.
- Must communicate clearly to the viewer (visually, audibly, or both) that the product is available by prescription only.
- Must communicate clearly to the viewer (visually, audibly, or both) that one should consult their physician regarding the product.
- Must not show the product being consumed on camera. Product Claims Advertising for Prescription Drugs:
 - Must present a "fair balance" between benefit and risk information.
 - Must disclose the most significant risks that appear in the labeling.
 - Must contain a brief summary of all necessary information related to side effects and

Contraindications.

- Must include adequate provision requirements as mandated by the FDA regulations for the dissemination of the product's FDA-approved labeling (and the risk information it contains);
- A copy of the DDMAC (Division of Drug Marketing, Advertising, and Communications) letter submitted to the advertiser may be required. In the absence of such letter, a document from the advertiser's counsel attesting that the advertisement in question is in compliance with FDA (and any other applicable regulatory) requirements and guidelines may be accepted in its place at the discretion of LiveHoops.

Non-Prescription/Over-the-Counter Drug Advertising

The advertising of non-prescription medications presents important considerations to the health of consumers. The following principles govern the acceptability of such advertising on LiveHoops:

- The advertisement must comply with all governmental (and any other applicable) laws, rules and regulations. Assurance of such compliance may be required.
- When requested, relevant data, including adequate substantiation regarding product efficacy, safety and any claims asserted must be submitted to LiveHoops for review.
- No claims may be made, whether explicitly or implicitly, that the product is a panacea or alone will affect a cure.
- Words such as "safe", "without risk", "harmless", or terms of similar meaning may not be used without adequate qualification and support.
- Advertising appeals may not be directed to children.
- Over-the-counter products may not be ingested on-camera.
- The phrase "Use only as directed" must appear visually within the commercial.

Statements from the Medical Profession

Physicians, dentists or nurses, or actors representing them, may not be employed directly or by implication in any commercial for products involving health considerations. Advertisements of an institutional nature which are not intended to sell specific products or services to the consumer, public service announcements by non-profit organizations, as well as presentation for professional services will be reviewed on a case-by-case basis.

Non-FDA Drugs

All Non-FDA approved drugs must be submitted in advance for review. All weight loss advertising must conform to FTC guidelines and documentation supporting any and all claims must be provided to LiveHoops upon request. LiveHoops shall have sole discretion in determining what constitutes acceptable substantiation.

Firearms/Firearm Ammunition

LiveHoops does not accept advertisements for firearms or ammunition. This includes tactical, assault or combat style rifles with high-capacity clips, flash suppressors and collapsing stocks.

Advertising for retail outlets that sell firearms and ammunition are not permitted to promote the sale of these products on LiveHoops platform.

Advertisements for any product that show animals that have been killed or that are being shot or suffering are not acceptable. Advertisements for any product that show children shooting are not acceptable.

Financial Advertising

Advertisements for banks, funds, stocks, bonds, commodities, insurance, real estate and other investments must conform to all applicable laws. All relevant material restrictions, risk factors, and qualifications must be disclosed, and on-screen instructions on how to obtain further information must be provided.

'Tips' (or similar language) on specific stocks, bonds, commodities and other ventures are not accepted. Advertisements must also not create an unrealistic expectation about the financial results or risks of the product.

Food, Nutritional, Dietary Supplements and Energy Products

LiveHoops allows food, nutritional and dietary supplements advertising, provided that:

Food Nutrient Content and Health Claims

- All nutrient content and health claims, whether express or implied, must comply with FDA requirements and must be able to be substantiated by the advertiser. When requested by LiveHoops, appropriate substantiation documentation must be submitted for review.
- Standardized food labeling regulations as established by the FDA and USDA must be observed when applicable, particularly when making absolute nutrient content claims (e.g., "low", "high", "lean") and comparative nutrient content claims (e.g., "less", "reduced", "more"). Only those categories for which there is significant scientific agreement that the relevant diet-disease relationship is supported by scientific evidence will be acceptable (e.g., sodium and high blood pressure, fiber and cancer, fat and heart disease).

Vitamins/Nutritional Supplements

- Advertisements for vitamins and nutritional supplements must comply with FDA (and any other applicable) regulations and guidelines and should only promote the products as dietary supplements to prevent nutritional deficiencies and not as a replacement for food or a proper diet.
- Health claims, whether express or implied, must be substantiated by competent and reliable scientific evidence. When requested, substantiation and/or product sample and labeling must be presented to LiveHoops for all claims.

- An advertisement must bear the DSHEA (Dietary Supplements Health and Education Act) disclaimer (“This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.”) if a structure/function claim is made within the commercial. Structure/function claims describe a role of a product or ingredient within the product intended to affect the function or structure of the body. While the manufacturer is responsible for ensuring the accuracy and truthfulness of the claims prior to advertising, the disclaimer is intended to alert consumers that the FDA has not evaluated the claims.
- Nutritional supplement advertising must be directed to adults. Children may not be shown as spokespersons and may not be depicted dispensing nutritional substances to themselves or other children. Children should be shown to be under adult supervision.

Energy Drinks, Boosters or Enhancers

- Advertising for energy drinks, boosters or enhancers is carefully scrutinized for health and safety considerations. When requested, product labeling and/or a list of ingredients must be submitted for all products purported to be energy boosters or enhancers.
- Representations that a product will provide energy or vigor should specify the source of the energy (i.e., carbohydrates, caffeine).
- Claims that a product will enhance mental acuity or alertness are closely scrutinized and must be accompanied by a disclosure of ingredients. When requested, adequate substantiation supporting the assertion that the product will produce the promised effect, or any other claims must be submitted for review.
On a case-by-case basis, advertisements for food, nutritional, dietary & energy products may be restricted in specific programming for youth and high school events.

Foreign Language

LiveHoops will consider advertisements containing foreign language dialogue on a case-by-case basis. English subtitles may be required. English translations must be verified by an external, third-party source and the translation and verification must be provided in writing to LiveHoops prior to launch.

Guarantee and Warranty Offers

Whenever the terms “guarantee”, “warranty”, or similar words that constitute a promise or representation in the nature of a guarantee or warranty appear in a television advertisement, LiveHoops may require additional information concerning the material terms and conditions of such guarantee or warranty offer to be disclosed to the viewer pursuant to 16 C.F.R. §239. Advertisers should generally disclose whether an advertised warranty is “full” or “limited”, its duration, and any major limitations of the warranty, such as parts excluded or costs or responsibilities the customer must undertake. Disclosure should also be made that the rest of the warranty can be seen at the store, e.g., “See dealer for details”.

“Satisfaction or your money back”, “30-day free trial” or similar representations will be construed as a guarantee that the full purchase price will be refunded at the option of the purchaser. Any

material conditions, such as return of the product within a specific period after the purchase date, must be disclosed.

Illegal Products or Services

LiveHoops does not accept advertisements for a product or service which is illegal per se or has no legal use in any state, county or municipality in which the advertisement is distributed.

Interactive Content

Interactive advertisement will be permitted on a case-by-case basis and must be approved prior to final agreement.

To be considered, any interactive advertisement must be user-initiated and cannot be expandable outside of the initial advertisement frame. These characteristics are neither all-inclusive nor exhaustive, and LiveHoops reserves the right to reject interactive content based on manual review.

Issue Advocacy Advertising

LiveHoops does not accept advertisements for issue-oriented advocacy messaging on any of its owned platforms.

News and Newsroom Simulations

LiveHoops does not accept any advertisements that simulate news reports or news broadcasts through the use of newsroom or news gathering techniques, the use of any person purporting to be a news announcer or news reporter, or the use of lead-in material which may mislead the audience to believe that it is about to hear a news report or is hearing a news report are unacceptable. Unacceptable techniques include, but are not limited to, audio and/or video phrases such as “We interrupt this program/commercial to bring you...”, “bulletin”, “flash”, “This just in ...”, “Breaking News”, “Live”, newsroom settings, lower third horizontal crawls, and teletype sound effects.

Political Advertising

LiveHoops does not accept advertisements for political or issue-oriented advocacy messaging on any of its owned platforms.

Religious Advertising

LiveHoops does not accept advertisements from religious organizations for the purpose of advancing the particular beliefs or practices of any religion.

Solicitation of Funds

Advertisements for the solicitation of funds will be considered on a case-by-case basis.

Tobacco / Nicotine Products

LiveHoops may accept advertisements for tobacco and nicotine products on a case-by-case basis. This includes traditional leaf tobacco products, electronic vapes, lozenges and such similar products.

Tobacco/nicotine product advertisement must be marketed to users 21+, cannot appear in youth or high school events, and may have additional restrictions at LiveHoops discretion.

Unacceptable Products

Below is a list of additional products that may not have appeared in these guidelines as prohibited to be marketed on LiveHoops properties in any circumstance. This list is neither all-inclusive nor exhaustive, and LiveHoops reserves the right to reject additional products upon review:

- Presentations promoting a belief in the efficacy of fortune telling, astrology, phrenology, palm reading, numerology, mind reading, character reading or other occult pursuits
- Adult-oriented or sex-related books, DVDs, magazines, software, videos, websites, photos, devices, toys, clubs, 'chat' lines, male enhancement products, etc.
- Abortion clinics, services or other informational material
- Anti-law enforcement devices (e.g., radar detectors, fuzz busters)
- Illegal drugs or other illicit substances and related products, services or publications
- Massage parlors
- Matrimonial or escort services
- Illegal gaming websites or facilities,
- Advertisements promoting anti-social behavior (including, but not limited to, criminal activity, obscene behavior, violence, etc.)
- Any illegal product or service

Video Game Marketing

Video game advertising is generally accepted by LiveHoops, however certain restrictions may apply depending on the overall theme/objective of the advertised game.

- All video game advertisements must contain the ESRB game rating display (in video it can either be audio or visual)
- Games with a 'T' or 'E' rating are generally acceptable for all content if individual advertisement content is appropriate. Games or advertisements that contain excessive

violence, unacceptable language, or suggestive content may be restricted from certain programming (Youth, High School)

- Games with an 'M' rating or higher - if approved - are restricted from content around Youth/High School events or sites. Games that contain excessive violence or suggestive content could possibly be further restricted.

Weight Loss/Control Products

Claims for weight loss products or programs must comply with all applicable laws and regulations and claims must be substantiated. Additionally, this advertising is subject to the following:

- Weight loss products or programs must be advertised in the context of an overall healthy program that includes an exercise regimen, a reduction in caloric intake and proper nutrition.
- Advertising should not overemphasize one factor alone in the achievement of weight loss. Advertisements for exercise-based programs must also reference the need for caloric reduction to achieve results.
- Advertisements should not contain express or implied overstatements of a products or program's results. If specific weight loss results are shown and those results are atypical to what the average consumer can expect to lose, it must also have a disclosure in compliance with FTC regulations stating results an average consumer can expect to achieve; "Results will vary" disclosure or similar are not sufficient.
- Claims regarding the time required to lose weight and claims concerning weight loss maintenance, will be permitted on a case-by-case basis. All claims must be fully substantiated and disclosed. Certain claims may also necessitate disclosures that loss and maintenance vary from individual to individual.
- Advertising may not claim that any resulting weight loss is permanent or that weight loss will be quick or easy.
- Advertising directed to obese individuals will be permitted on a case-by-case basis and will be closely scrutinized. If permitted, the advertisement must include a disclaimer advising, "Consult your physician if you need to lose 30 pounds or more."
- Endorsements and testimonials must comply with guidelines presented in the FTC's rules regarding endorsements and testimonials, and "before and after" representations will be reviewed on a case-by-case basis.
- Meal replacement products or programs must meet nutritional requirements consistent with USDA recommendations. Supporting documentation may be required when applicable, depending upon content and/or claims.