

NAD Fast-Track SWIFT PROCESS



National Advertising
Division (NAD)[®]

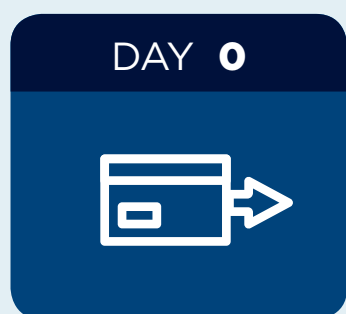
Of BBB National Programs, Inc.

NAD Fast-Track SWIFT challenges follow an expedited process that yields a decision in just 20 business days!



Challenge is filed using the online Fast-Track SWIFT portal
Items needed to file:

- Advertiser contact information
- The challenged advertising
- Letter explaining basis for Fast-Track SWIFT and arguments as to why the advertising is misleading
- Relevant exhibits



DAY 0

NAD determines case can proceed in Fast-Track SWIFT and sends challenge to the advertiser



DAY 4

Advertiser may object to Fast-Track SWIFT process

If Advertiser objects to process, NAD will decide in 2 days



DAY 10

Advertiser's response

Items needed in claim substantiation:

- Argument letter
- Exhibits



DAYS 11-15

Party meetings

Meetings held at NAD's discretion and will not delay decision timing



DAY 20

NAD decision is made and sent to both parties

Time to comply (if applicable) starts when decision is sent



Press release of decision outcome is distributed

An Advertiser's Statement may be submitted to be incorporated into the decision before the decision is public

Read the full **NAD/CARU/NARB Procedures** for more details on this process.