

Embargoed until

00:01 Tuesday 25th March,

GREEN GROUPS BREACH CODE ON 'TRUTHFULNESS' AND ORDERED TO STOP AIRPORT AD

Green campaign groups have exaggerated the size of opposition to airport expansion and aviation's impact on climate change, advertising regulators have ruled.

The Advertising Standards Authority (ASA) has upheld complaints that national press ads from environment campaigners AirportWatch and enoughsenough were misleading and should not be repeated.

A full page advertisement in the national press taken out by AirportWatch and enoughsenough, featured a picture of Gordon Brown and made claims that were found to have breached the Code of Advertising Practice in two areas (3.1) Substantiation and 7.1 (Truthfulness).

A claim in the ads that '60% of people in an ICM Poll had said no to airport expansion anywhere in the UK was found by the ASA to have 'misrepresented the results of the survey' and were 'likely to mislead'.

In a formal adjudication, the ASA went on to say that figures used for aviation emissions were also 'likely to mislead' because they were based on the campaigners' own emissions calculations rather than official data.

Clive Soley, Campaign Director of Future Heathrow said:

" The adjudication is very serious. It shows that these groups who represent

some of the most vocal campaigning organisations against plans for Heathrow's sustainable expansion, have used polls and data to mislead the public. The public should be aware that some of their advertising is misleading and they should look at it with care."

The details of the adjudication can be found at:

http://www.asa.org.uk/asa/adjudications/Public/TF_ADJ_44153.htm

For further information contact Lord Clive Soley on 07785 250456

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Notes to editors:

1. A separate independent Populus Poll (October 2007) showed 50% of local people living in the boroughs around Heathrow supported expansion, while 30% were opposed and 20 per cent did not know.

The Independent Populus Poll can be found under 'press releases' at www.futureheathrow.org

2. 'enoughsenough' is a website focused campaign group that campaigns on a very broad range of environmental issues.

3. Members of Future Heathrow include: Amicus, ATAG, BAA, BALPA, BAR UK, BATA, bmi, British Airways, Boeing UK, Destination Heathrow, GMB, IATA, London Chamber of Commerce and Industry, Airline Operators Committee (Heathrow), London First, Thames Valley Economic Partnership, TUC, TGWU, Virgin Atlantic Airways, and West London Business.