



For Immediate Release

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In National Advertising Division Challenge, Kevin Hart Modifies Social Media Posts to Disclose Material Connections to JPMC and Fabletics

New York, NY – Feb. 20, 2025 – As part of its routine monitoring program, BBB National Programs' National Advertising Division inquired about celebrity influencer Kevin Hart's relationship with JPMorgan Chase Bank, N.A. (JPMC) and Fabletics, Inc. As a result of its inquiry, Kevin Hart modified his social media posts to include clear and conspicuous disclosures of his material connections to the brands.

Hart, an investor in Fabletics Men and a paid endorser for JPMC, has 177 million Instagram followers, where he posts about the brands he supports.

At issue for the National Advertising Division (NAD) was whether Kevin Hart's social media posts disclosed his material connections with JPMC and Fabletics, focusing on the sufficiency and placement of disclosures on his Instagram profile.

Although Kevin Hart stated that his followers are likely aware of his connections due to his long-standing endorsements, NAD found that a significant minority of the audience might not be aware of Hart's affiliations due to varying levels of engagement with athletic brands or celebrity endorsements.

Therefore, NAD recommended a clear and conspicuous disclosure of Hart's relationship with JPMC and Fabletics.

In response to NAD's inquiry, Hart's team advised NAD that the posts have been updated to include disclosures of these material connections and noted that Hart and the team are committed to complying with the Federal Trade Commission's Endorsement Guides.

In its advertiser statement, Kevin Hart said that he will comply with NAD's decision.

All BBB National Programs case decision summaries can be found in the [case decision library](#). For the full text of NAD, NARB, and CARU decisions, subscribe to the [online archive](#). This press release shall not be used for advertising or promotional purposes.

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About BBB National Programs: BBB National Programs, a non-profit organization, is the home of U.S. independent industry self-regulation, currently operating more than a dozen globally recognized programs that have been helping enhance consumer trust in business for more than 50 years. These programs provide third-party accountability and dispute resolution services that address existing and

emerging industry issues, create a fairer playing field for businesses, and a better experience for consumers. BBB National Programs continues to evolve its work and grow its impact by providing business guidance and fostering best practices in arenas such as advertising, child-and-teen-directed marketing, data privacy, dispute resolution, automobile warranty, technology, and emerging areas. To learn more, visit bbbprograms.org.

About the National Advertising Division: The National Advertising Division of BBB National Programs provides independent self-regulation and dispute resolution services, guiding the truthfulness of advertising across the U.S. The National Advertising Division reviews national advertising in all media and its decisions set consistent standards for advertising truth and accuracy, delivering meaningful protection to consumers and leveling the playing field for business.