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By:

[Paris Hilton in soft-core pornographic commercial](#)

Paris Hilton is starring in a Carl's Jr. commercial to hotdog, half-clothed, frolicking a water hose

Paris Hilton is starring in a Carl's Jr. commercial to hotdog, half-clothed, frolicking a water hose. The ad generated protests from the media watchdog group. The Los Angeles Times reported Tuesday that the group plans to mobilize its more than 1 million members to protest and is considering asking the Federal Communications Commission to declare the ad indecent. "This commercial is basically soft-core porn," said Melissa Caldwell, research director for the Los Angeles-based Parents Television Council. "It's inappropriate for television." Paris Hilton, dressed in a bare-necked swimsuit, soaps and rinses a black Bentley and then takes a bite out of a Carl's Jr. "Spicy BBQ Six-Dollar Burger". The commercial ends with a specific "That's hot!" Hilton signature. "Paris was chosen to star in the ad because she is an intriguing cultural icon and the 'it girl' of the moment," said Brad Haley, marketing chief for Carl's Jr., at the press conference.