



Policy on the Sale of M-rated Video and PC Games

GameStop is dedicated to addressing consumer concerns regarding the content of certain video and PC games. The company prohibits the sale of M-rated (as defined by the Entertainment Software Rating Board (ESRB)) video games to customers under the age of 17 years old. The policy requires employees to ask for identification of any customer purchasing an M-rated game that appears to be under the age of 25 years old. All store employees are trained regarding these procedures and the store manager, as well as the employee, must sign an acknowledgement that the employee has reviewed and been trained on the company's policy. Failure to follow the company's policy results in a "first and final" warning. If the employee is caught violating the policy after such warning, the employee is subject to disciplinary action, which may include termination of employment.

To promote compliance with the company's policy, the company has developed a point-of-sale register prompt reminding the employee of the age requirement for purchase. The prompt requires the cashier to confirm the age of the customer before selling an M-rated video or PC game and, for ease of reference, provides the employee with the exact date which the customer's birth date must be prior to in order to purchase the M-rated video or PC game. Monthly emails are also sent to stores reminding them of the importance of compliance with the company's policy.

GameStop also believes that the best way to ensure that M-rated video games are not sold to minors is to educate its customers on the ESRB rating system. To this end, GameStop features numerous signs posting the rating system in each section of its stores and at the sales counter and also includes ESRB information prominently displayed in the majority of its monthly shopping catalogs. These measures serve to educate the company's customers on the ESRB program and reinforce the company's dedication to the rating system. In addition, GameStop does not carry adult-only games.

For products rated by the ESRB, GameStop also conspicuously displays on its websites a graphic image of the product's ESRB rating on each product detail page. Product pages also include descriptions next to the rating containing more specific detail on the rating.

The company also has in place a secret shopper program to verify store compliance. These random checks, conducted throughout the company's store base multiple times each year, allow the company to take appropriate action to correct problems immediately, if any are found.

Through these policies, GameStop is dedicated to ensuring that M-rated video and PC games are not sold to minors.