

# SUMMARY OF VIDEO GAME RETAILERS RESPONSE TO SHAREHOLDERS AS OF 02-04-04

COMPANY	RESPONSE
<b>Best Buy</b>	All stores prominently display ESRB ratings next to each title. Print advertising includes the ratings, w/ description of "M" rating. Employees trained to answer questions about ESRB. No restrictions on sales. Makes exceptions in return/exchange policy for parents not comfortable with the purchase their child has made. Is testing sales restrictions in Washington state.
<b>Blockbuster</b>	Offers members a "Youth Restricted Viewing" option. Refuses to rent/sell R-rated movies and M-rated games without parental consent. Each store has signage explaining YRV program and brochures about ESRB. Does not carry NC-17 or X movies or A-rated (adults only) games.
<b>Target</b>	Does not carry A-rated games. M-rated games are kept locked inside display cases. ID-prompt at cashier when purchasing M-rated games. ESRB ratings are posted.
<b>Toys R Us</b>	All stores display posters and brochures explaining ESRB system. Does not sell M-rated games to anyone under 17, unless accompanied by adult. Has cash register prompts for M-rated games. All M-rated games are placed at the top tier of software/game displays. Has signage encouraging customers to check the 'content descriptors' on packages. Sends periodic reminders to stores on the ESRB system. Has disciplinary rules in place for any variance in practices.
<b>Wal-Mart</b>	Does not sell A-rated games. Has cash register prompts for verifying age of customer purchasing M-rated games. "While a cashier may not always perform consistent with Wal-Mart's direction and training, be assured that we are making a genuine effort to sell video games only to age-qualified customers." Provides formal training to cashiers. Developed 'Computer Based Learning' courses that address the sale of age-restricted items. Stores are empowered to take disciplinary action. On-line, ESRB ratings are displayed prominently and there is a link to ESRB web site. Stores have signage on ESRB. Currently working with ESRB representatives to develop better signs.