

The Interfaith Center on Corporate Responsibility
VIDEO GAME RETAILER COMPARISON CHART

Actions Taken By Retailers to Prevent Sales to Minors of Mature (M) Rated Video Games
(as of November 20, 2007)

Elements of An Effective, Responsible, and Well-Monitored Video Game Sales Policy	Best Buy	Block Buster	Circuit City	Game Stop	Sears & Kmart	Target	Toys "R" Us	Wal-Mart
POLICY								
Has a policy on the sales of video games to minors	*	*	*	*	*	*	*	*
POLICY IMPLEMENTATION								
a. Disclosure								
Provides information about policy/program in Corporate Social Responsibility Report	***					***		
Provides information about policy/program on Website	*	*		*		*		*
Provides information about policy/program on website in the Video Game section		*		*		*		*
Displays video game policy in stores	*	*	*	*	*	*	*	*
Discloses results of programs that verify that cashiers are requesting identification for purchase								
Provides organizational chart that defines responsibility for and oversight of policy development								
b. Identifying M-Rated Games								
At the register: M-rated games are identified by cashier and identification requested	*	*	*	*	*	*	*	*
In store: Places signs about the rating system	*	*	*	*	*	*	*	*
In store: Separates M-rated games from other games							*** On top shelf	*** On top shelf
In-Store: Does not allow M-rated games to be played in store	*	*	*	*	*	*		*
Has created other means to Identify M-rated games					* Enlarges "M" in circulars	* Enlarges "M" in circulars		
c. Data Collection and Analysis								
Has process to collect data about performance by store/company	*	*	*	*		*		*
In store: Store conducts audits to ensure that identification is being requested from customers seeking to buy M-rated games	*** All stores audited each mo.	*	*	*	*	*	*	*

(over)

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Has created and discloses benchmarks and indicators to evaluate performance								
Has established and discloses long- and short-term goals for program								
Discloses progress made towards goals, benchmarks and indicators								
d. Training								
Conducts employee training program	*	*	*	*	*	*	*	*
Conducts ongoing employee education	*	*	*	*	*	*	*	*
Has additional training during holidays and other peak sales periods	*	*	*	*	*	*		*
Rewards employees for compliance	*	*						
Includes disciplinary action for non-compliance	*	*	*	*	Sears-N Kmart-Y	*	*	*
e. Advertising and Sales								
Does not advertise M games in media Geared to audiences 17 and under	*	*			*	*	No "M" game ads in teen mags	*
Does not sell 'AO' games	*	*	*	*	*	*	*	*
Has refused to sell certain M games	*				*	*		*
Enables customers to shop online by game rating	*	No online shopping	*	*	*	*		*
Asks online shoppers of M games to attest to being 17 or older	*	No online shopping	*	*	*	*		*
f. Accountability and Responsibility								
Senior managers assigned responsibility	*	*	*	*	*	*	*	*
Senior manager compensation tied to compliance								
Store manager evaluation tied to compliance		***		***				
g. Industry Efforts								
Participates in ESRB Retailers Council (ERC)	*	*	*	*	*	*		*

This chart is excerpted from the report *"Retailers and Violent Video Games: Progress Made But Disclosure Needed."* The Interfaith Center on Corporate Responsibility, 2006. http://www.cbisonline.com/file/SRIVideoPolicy_Final.pdf

*** = "Good Practice" Many categories selected for inclusion are considered to be progressive and proactive practices in the industry, as noted in the report, *"Retail Guidelines for the Sale of Violent Video Games."* The Interfaith Center on Corporate Responsibility, 2006 <http://www.iccr.org/issues/violence/videogameretailguidelines121305.pdf>

Lines highlighted in yellow indicate that no retailer has implemented this practice - - we encourage all retailers to take these actions.

This chart is the result of information gathered from the retailers noted by members of the Interfaith Center on Corporate Responsibility. It is intended for informational purposes only. We have made every effort to ensure the information is reliable, but make no guarantee as to its accuracy or completeness. We appreciate the cooperation and disclosure provided by the retailers noted in this chart.