



ENTERTAINMENT SOFTWARE RATING BOARD

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Statement From Patricia E. Vance, President Entertainment Software Rating Board

The ESRB ratings are designed to provide information about computer and video game content so that parents can select appropriate games for their families. We look forward to working with retailers, software publishers, and the New York City Council and Mayor's office to ensure that parents are aware of the rating system. Since parents are involved in the purchase of computer and video games 83% of the time, according to a Federal Trade Commission report published in September 2000, such a coordinated effort could have significant impact in helping ensure that inappropriate games stay out of the hands of our children.

The ESRB launched an expansive consumer and retail education effort in 2003. The campaign is called "*Ok To Play – Check The Ratings*" and it continues to be enthusiastically supported by retail and media partners. Following are facts about the campaign in New York City:

- Major retailers including Best Buy, Toys R Us, Target, EB Games, GameStop, FYE, Circuit City, CompUSA, and others have incorporated "*Ok To Play?*" ratings education graphics and store policy signage into their in-store game displays. According to a recent ESRB audit of stores, overall compliance in posting these signs where computer and video games are displayed is 62% of all stores.
- Many retailers have distributed ESRB ratings education and information about their store policy and provided training for their sales associates.
- ESRB launched an online ratings and store policy training and incentive program for sales associates from major retail organizations through a third party merchandiser. Over 420 sales associates in New York City have signed up and have already or will shortly be earning incentive points through the program.
- Local independent retailers are encouraged to order "*Ok To Play?*" ratings education and their own store policy signage supporting the ESRB rating system at www.ESRB.org. Additionally, trade associations representing local retailers and video game distributors are providing signs to local stores.

- Council Members and the Mayor's office are actively supporting ESRB's education efforts by distributing information to parents about the rating system and encouraging parents to use the rating system.
- ESRB continues to run "Ok To Play?" PSA ads in New York City including the New York City edition of TV Guide, on various radio stations, and in movie theaters. To date, these media partnerships have generated in excess of 4.0 million consumer impressions within the five boroughs of New York City.

ESRB continues to aggressively promote ratings education and use on a national basis through the "Ok To Play – Check The Ratings" campaign. To date, the campaign has generated well over one billion consumer impressions.

The ESRB will continue to work with all groups to make sure that parents understand the importance of making informed purchase decisions and take responsibility for bringing home appropriate games for their families. And retailers must accept their pivotal role through their daily interaction with parents and children in enforcing their store policies of not selling M (Mature) rated games to kids under 17 and educating their customers about the rating system. We all need to commit to our respective responsibilities and make sure that kids are playing age-appropriate games. We look forward to working with all of the various groups until this shared vision is reality.

About Entertainment Software Rating Board (ESRB)

The ESRB is a self-regulatory body established in 1994 by the Entertainment Software Association (ESA). ESRB independently applies and enforces ratings, advertising guidelines, and online privacy principles adopted by the industry.