

News Release


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GameStop Corp. Launches Nationwide "Respect the Ratings" Campaign

Campaign Promotes Greater Awareness of Video Game Ratings and Advances Its "Commitment to Parents" to Restrict Mature-Rated Video Game Sales

GRAPEVINE, Texas--(BUSINESS WIRE)--Dec. 8, 2006--GameStop Corp. (NYSE:GME)(NYSE:GME.B), the world's largest video game and entertainment software retailer, today launched a national public education and awareness campaign to assist parents in making informed decisions on the purchase of video games. The campaign, called "Respect the Ratings", is an extension of the company's ongoing corporate commitment to restrict Mature-rated video game sales to minors and the company's partnership with the Entertainment Software Ratings Board (ESRB) to provide age-appropriate information and content information regarding video games.

"This is a year-round initiative that helps consumers shop smarter," indicated Steve Morgan, President, GameStop Corp. "It is especially fitting that we launch this effort during the holiday season because providing parents the right information makes gaming an even more rewarding experience for everyone."

In order to help, GameStop and EB Games has created a useful "Parents Center" at www.RespectTheRatings.com. This valuable tool provides parents and concerned adults with a detailed explanation of the ESRB rating system, helpful tips and resources for monitoring game play and an informative gaming 101 section. In addition, ESRB ratings information is provided to customers at all 3,600 U.S. GameStop and EB Games stores through in-store signage and ratings information in circulars and promotional vehicles.

This initiative follows the debut of a new public service announcement (PSA) campaign announced yesterday on Capitol Hill by U.S. Senators Hillary Rodham Clinton (D-NY) and Joe Lieberman (I-CT). GameStop President Steve Morgan appears in the PSAs, affirming GameStop's commitment to support ESRB ratings and store policy to not sell Mature-rated games to youth under 17.

About GameStop Corp.

Headquartered in Grapevine, TX, GameStop Corp. (NYSE:GME)(NYSE:GME.B) is the world's largest video game and entertainment software retailer. The company operates over 4,600 retail stores across the United States and in fourteen countries worldwide. The company also owns two e-commerce sites, GameStop.com and EBgames.com, and Game

Inform(R) magazine, a leading multi-platform video game publication. GameStop Corp. sells new and used video game software, hardware and accessories for next generation video game systems from Sony, Nintendo, and Microsoft. In addition, the company sells PC entertainment software, related accessories and other merchandise.

General information on GameStop Corp. can be obtained at the company's corporate website: <http://www.gamestop.com/corporate>.

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SOURCE: GameStop Corp.

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