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Author: RiceCooker8055BH
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Meme Stocks Turn Lower as GameStop's Stock-Split Plan Fails to Excite Investors



By [Lina Saigol](#)

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GameStop shares rose more than 8% on Friday after the videogame retailer said it planned to implement a stock split, but it failed to excite other meme-stock favorites which fell in early morning trading.

Shares in AMC Entertainment (ticker: AMC) reversed earlier gains, dropping 3.21%, while Hycroft Mining (HYMC) fell 2.83% and Bed Bath & Beyond (BBBY) was down 1.46%.