

Title: GameStop board approves stock split plan, shares rise

Author: Raw\_Rain

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March 31 (Reuters) - Video game retailer GameStop Corp

[[\\*\\*GME.N\\*\\*](https://www.reuters.com/companies/GME.N)](<https://www.reuters.com/companies/GME.N>) said on Thursday it would seek shareholder approval for a stock split, aiming to become the latest U.S. company to make it easier for retail investors to own its shares.

The move comes after retail investor interest in so-called 'meme stocks' flared up in the last two weeks, leading to a doubling in GameStop's share price to \$166.58. A stock split makes shares more affordable for individual investors by lowering the price, without affecting the company's valuation.