



ENTERTAINMENT SOFTWARE RATING BOARD

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STATEMENT BY ESRB PRESIDENT PATRICIA VANCE REGARDING SUPREME COURT DECISION ON *BROWN V. EMA/ESA*

NEW YORK, NY – The following statement was issued today by Entertainment Software Rating Board (ESRB) president Patricia Vance regarding the Supreme Court’s decision rendered in *Brown v. Entertainment Merchants Association/Entertainment Software Association*:

“ESRB welcomes the Supreme Court’s decision in this case, especially given its validation of the ESRB rating system as an effective and reliable tool that parents use to decide which video games are appropriate for their children and family. Today’s decision acknowledges the value and effectiveness of the ESRB rating system, the Federal Trade Commission’s positive assessment of our self-regulatory regime, and the latest research showing that game retailers overwhelmingly enforce their voluntary store policies regarding the sale of Mature-rated games. In striking this law the Court has made clear that the video game industry effectively empowers parents to be the ones to decide which games are right for their children.

“The most constructive means of ensuring that children play age-appropriate video games is to educate parents about the tools at their disposal, including ESRB’s two-part rating system (age categories and content descriptors) and rating summaries available at ESRB.org and via a free mobile app. We remain eager to work with government officials, legislators, parents groups and any others who wish to participate in or otherwise support these constructive efforts, which achieve the intended goal without infringing Constitutional rights.”

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About Entertainment Software Rating Board (ESRB)

The ESRB is a non-profit, self-regulatory body established in 1994 by the Entertainment Software Association (ESA). ESRB independently assigns computer and video game content ratings, enforces advertising guidelines, and helps ensure responsible online privacy practices for the interactive entertainment software industry.