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**Media Contact for Pause  
Parent Play Only:**

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**Pause Parent Play Applauds Microsoft® Xbox 360™ for Adding Family  
Settings Features and for the “*Safety is no game. Is your family set?*”  
Campaign**

“We applaud Microsoft® Xbox 360™ for adding family setting features into the latest release of XBox and for undertaking the “Safety is no game. Is your family set?” campaign. This campaign will provide hands-on training and education on video games, including how to understand Entertainment Software Rating Board (ESRB) ratings and how to take advantage of Microsoft® Xbox 360™ Family Settings. The new Xbox includes a feature that allows parents and caregivers to set access restrictions to content on Xbox 360, the Xbox Live® service and Xbox Live Vision camera,” said Pause Parent Play Executive Director, Cindi Merifield Tripodi.

“As a mom, I know how hard it is to keep up with the latest entertainment options for my children -- that is why we created Pause Parent Play – a one stop source which provides the tools and resources parents need to take control of the media their kids access. Pause Parent Play is delighted to work with XBox to both educate parents on the

appropriate video game options for their children and ultimately control the content of the games their kids play,” Tripodi added.

In addition to creating the Family Settings Features, the Xbox “Safety is no game. Is your family set?” campaign will showcase ways parents and caregivers can limit children’s exposure to inappropriate video games and movie content. Parents will also learn how to block unwanted online contacts by using tools such as Xbox 360 Family Settings. The Xbox 360 Family Settings are built around a password-protected feature that lets parents and caregivers decide who their children can interact with online and what video games can be played, based on the game’s ESRB rating. Parents and caregivers can use Family Settings to set permissions that allow all members of the household to enjoy Xbox 360 appropriately, including what DVD movies to allow, as well as controlling the ability to establish Xbox Live memberships and managing access to Xbox Live and Xbox Live Vision camera.

As an additional resource to parents, Pause Parent Play has added a guide to using Xbox to our website. Please visit [www.PauseParentPlay.org](http://www.PauseParentPlay.org) to view the guide.

### **About Pause Parent Play:**

Pause Parent Play is a campaign designed to empower parents to choose what their kids watch, hear and play - from TV and movies to video games and music. This coalition of corporations, entertainment companies and family groups are encouraging parents to:

**PAUSE** - take a minute to think about the media that is available and how their kids might react to it;

**PARENT** - decide what is appropriate for their own kids, talk with them, and use the options at their disposal to help them; and

**PLAY** - enjoy the media with their kids.

For more information about Pause Parent Play, please visit [www.PauseParentPlay.org](http://www.PauseParentPlay.org).

**About Xbox 360:**

Xbox 360 is the most powerful video game and entertainment system, delivering the best games, the next generation of the premier Xbox Live online gaming service, and unique interactive entertainment experiences that revolve around gamers. The system was first launched in North America, Europe and Japan in 2005, and then in Australia, Colombia, Hong Kong, Korea, Mexico, New Zealand, Singapore and Taiwan in 2006. More information can be found online at <http://www.xbox.com/xbox360>.

**About Microsoft:**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.