



NEWS RELEASE

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PAUSE PARENT PLAY: UNPRECEDENTED COALITION HELPS PARENTS DECIDE WHAT THEIR KIDS WATCH, HEAR AND PLAY

NBC Universal, Time Warner, Parenting, YMCA, Viacom, Wal-Mart, Microsoft, Girl Scouts of the USA, Comcast, MPAA, RIAA, News Corporation, ESRB, ESA, Tyco, NCTA and Interstate Batteries team up with a unique campaign

(WASHINGTON, D.C. – July 20, 2005) – With children on summer vacation and looking for entertainment options, a new campaign launched today to help parents decide what their kids watch, hear and play.

Partners from a broad range of groups that create, distribute and enjoy the major forms of media joined four U.S. senators, serving as informal advisors, to kick off Pause Parent Play. The campaign is dedicated to making it easier for parents to choose which movies and TV shows their kids watch, songs they listen to and video games they play.

Throwing their might squarely behind parents, this broad coalition introduced a “one-stop” Web site – www.PauseParentPlay.org – which provides parents the tools and resources necessary to take control of the media their kids access.

Pause Parent Play also released a print ad campaign designed to capture the attention of parents who may not otherwise be aware of all available parental controls. The ads portray ordinary parents as heroes, with headlines such as: “Parents thwart flesh-eating cyborgs ... from invading their children’s game console,” and notes that, “So even if the most dangerous alien life form comes your way, you’ll be the one with the superior technology.”

“As a mom, I know it’s hard to keep up with the latest entertainment,” said Pause Parent Play Executive Director Cindi Merifield Tripodi. “But this campaign will encourage parents to use the tools and resources at PauseParentPlay.org to help

them decide what's right for their kids. We hope the ad campaign will provoke a good laugh while inspiring parents to take control of the media their kids enjoy."

A recent study by the Pew Research Center for People and The Press* found that about 86 percent of Americans believe that the responsibility for keeping inappropriate media content away from kids lies mostly with parents. Nine out of 10 parents who have used the v-chip, for example, an in-television technology that blocks programs from the set based on parents' preferences, rated it "useful" — nearly two thirds deemed it "really useful."^ However, just 15 percent have used the technology.

Pause Parent Play includes the movie, music and cable industries, retailers that sell entertainment products, video game and computer game publishers, media companies and family and parenting groups. Four U.S. senators also serve as the coalition's informal advisors. They are Senators Rick Santorum (R-Pa.), Joe Lieberman (D-Conn.), John Ensign (R-Nev.) and Mark Pryor (D-Ark.).

"The uniqueness of the Web site is rivaled only by the mix of partners that formed Pause Parent Play," said David Kieselstein, president of The Parenting Group, the Time Inc. division that publishes Parenting magazine and Babytalk. "This group saw an opportunity to use their collective reach to give parents easy access to the tools they need to make choices about their kids' media."

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To download high-resolution versions of the ads, please visit <http://pauseparentplay.org/press/>

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, in consultation with U.S. Senate leaders, 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, please visit us at www.PauseParentPlay.org

* *March 2005 NII/Entertainment Media Survey*. Pew Research Center For The People & The Press. March 2005.

^ *Parents, Media, And Public Policy*. Kaiser Family Foundation. Sept. 2004.

PAUSE PARENT PLAY PARTNERS

Comcast

Entertainment Software Association (ESA)

Entertainment Software Rating Board (ESRB)

Girl Scouts of the USA

Interstate Battery System of America, Inc.

Microsoft

The Motion Picture Association of America (MPAA)

National Cable & Telecommunications Association (NCTA)

NBC Universal

News Corporation, Fox

The Parenting Group, division of Time Inc.

Recording Industry Association of America (RIAA)

Time Warner

Tyco International Ltd. (U.S.)

Viacom

Wal-Mart Stores

YMCA of the USA

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