



Entertainment  
Merchants  
Association



**For Immediate Release:**

**CERTA ANNOUNCES JUNE IS  
“ENTERTAINMENT RATINGS AND LABELING AWARENESS MONTH”**

*PUBLIC SERVICE ANNOUNCEMENT IS NOW AVAILABLE FOR USE BY  
RETAILERS OF ENTERTAINMENT PRODUCTS*

ENCINO, CALIFORNIA (May 30, 2006) – For the third consecutive year, the Coalition of Entertainment Retail Trade Associations (CERTA) has declared June “Entertainment Ratings and Labeling Awareness Month,” representatives of the trade groups announced today.

The purpose of Ratings Awareness Month is to increase awareness and utilization of the music labeling and motion picture and video game rating systems by consumers and to remind retailers to reinforce ratings education and enforcement in their establishments. CERTA urges that retailers review their ratings and labeling education and enforcement policies, reemphasize those policies to their employees, and educate their customers about the movie and video game ratings and music labeling systems and store policies.

CERTA has developed an Entertainment and Ratings and Labeling Awareness Month public service announcement that can be used by retailers to run on in-store loops. The purpose of the public service announcement is to educate parents about the various entertainment ratings and labeling guidelines and facilitate communication between parents and store clerks to determine which movies, music, or video games would be most appropriate for the entire family. The public service announcement can be found at: <http://tinyurl.co.uk/anan>

CERTA recommends that parents take a few simple steps to ensure that entertainment is appropriate for their children:

- Look for the movie or video game rating and content descriptors. Music that contains explicit lyrics come with a “parental advisory” label on the cover;
- Watch the movie, listen to the music, or play the video game with your child.
- Communicate with your children about what the entertainment is about and what they can learn from it;
- Set appropriate limits and prevent play time from interfering with duties such as homework and chores; and
- Make full use of the parental control features of next generation video game consoles to lock out access to Mature and Adult Only rated video games.

Retailers that want to learn more about CERTA and the entertainment industry’s ratings and labeling systems can go to <http://www.ERLAM.org>.

(Continued...)

The Coalition of Entertainment Retail Trade Associations (CERTA) represents more than 2,000 retailers and exhibitors, who operate more than 40,000 theatres, video and video game stores, music stores, online music and media services, and other retail establishments that offer entertainment products. CERTA is comprised of the Digital Media Association (DiMA), Entertainment Merchants Association (EMA), National Association of Recording Merchandisers (NARM), and the National Association of Theater Owners (NATO)

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