



**For Immediate Release:**

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**DiMA, EMA, NARM, and NATO Call on Retailers and Theaters To Emphasize Entertainment Ratings and Labeling to Their Customers**

*ENCINO, CA* – The Digital Media Association (DiMA), Entertainment Merchants Association (EMA), National Association of Recording Merchandisers (NARM), and National Association of Theatre Owners are calling on all movie theaters and retailers of movies, music, and video games to observe “Entertainment Ratings and Labeling Awareness Month” in June by emphasizing the motion picture and video game ratings and music labeling systems, as appropriate, to their customers.

“Entertainment Ratings and Labeling Awareness Month” is sponsored by the four trade associations through their Coalition of Entertainment Retail Trade Associations (CERTA). It is declared annually to promote the use of entertainment ratings and labels by encouraging retailers to review their ratings and labeling education and enforcement policies, reemphasizing those policies to their employees, and educating their customers about the movie and video game ratings and music labeling systems and store policies.

“There are more entertainment choices in the marketplace today than ever before, and the music labeling and motion picture and video game rating systems can help parents choose the right entertainment for their families,” CERTA noted. “While the decision as to what is appropriate ultimately rests with the parent, retailers can and do play an important role in empowering parents with the tools necessary to make those decisions – the entertainment ratings and labeling systems.”

CERTA commended the voluntary efforts in ratings and labeling education and enforcement by retailers. The latest survey of ratings education and enforcement in retail establishments by the Federal Trade Commission, released in December 2009, showed improvement in ratings and labeling enforcement by all categories of entertainment retailers since the initial survey in 2000.

Retailers can learn more about CERTA and the entertainment industry’s ratings and labeling systems at [www.ERLAM.org](http://www.ERLAM.org).

The Coalition of Entertainment Retail Trade Associations (CERTA) represents approximately 1,500 retailers and exhibitors, who operate more than 35,000 theatres, video and video game stores, music stores, online music and media services, and other retail establishments that offer entertainment products and who employ more than 750,000 people. CERTA is comprised of the Digital Media Association (DiMA), Entertainment Merchants Association (EMA), National Association of Recording Merchandisers (NARM), and National Association of Theatre Owners (NATO).

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For more information, please contact:

For DiMA: Sheri Lapan  
Digital Media Association  
slapan@digmedia.org  
202-639-9509

For EMA: Grace Lee  
Entertainment Merchants Association  
glee@entmerch.org  
818-728-8674

For NARM: Nicole Hennessey  
National Association of Recording Merchandisers  
hennessey@narm.com  
856-596-2221

For NATO: Patrick Corcoran  
National Association of Theatre Owners  
[pfc@natoca.com](mailto:pfc@natoca.com)  
818-506-1778