

Exhibit B

The Entertainment Software Rating Board

A GUIDE TO VIDEO GAME RATINGS

We understand that it can be difficult to tell which games are appropriate for children just by looking at the title. In order to make informed purchase decisions, parents and other consumers should check the rating of video games. The Entertainment Software Rating Board (ESRB) independently applies and enforces ratings adopted by the entertainment software industry.

The ESRB rating system has two parts: rating symbols, which are printed on the front of each PlayStation game box, and content descriptors, which are printed on the back. Rating symbols suggest age appropriateness for the game, and content descriptors indicate elements in a game that may have triggered a particular rating and/or may be of interest or concern.

To take full advantage of the ESRB rating system, it's important to check both the rating symbol (on the front of the game box) and the content descriptors (on the back of the game box).



See reverse for more information on content descriptors.



TITLES RATED EC (Early Childhood) have content that may be suitable for persons ages 3 and older. Titles in this category contain no material that parents would find inappropriate.



TITLES RATED E (Everyone) have content that may be suitable for persons ages 6 and older. Titles in this category may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.



TITLES RATED E10+ (Everyone 10 and older) have content that may be suitable for persons ages 10 and older. Titles in this category may contain more cartoon, fantasy or mild violence, mild language, and/or minimal suggestive themes.



TITLES RATED T (Teen) have content that may be suitable for persons ages 13 and older. Titles in this category may contain violence, suggestive themes, crude humor, minimal blood and/or infrequent use of strong language.



TITLES RATED M (Mature) have content that may be suitable for persons 17 years and older. Titles in this category may contain violence, blood and gore, sexual content, and/or strong language.



TITLES RATED AO (Adults Only) have content that should only be played by persons 18 years and older. Titles in this category may include prolonged scenes of intense violence and/or graphic sexual content and nudity.

Adults Only or AO ratings are rare. PlayStation does not publish Adults Only games.



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ESRB Content Descriptors



Content descriptors are short, standardized phrases that indicate elements in a game that may have triggered a particular rating and/or may be of interest

or concern. To fully understand what to expect from a game, parents should check both the content descriptors and the rating symbol.

Following are some of the more frequently used content descriptors on PlayStation games:

Animated Blood

Cartoon or pixilated depictions of blood.

Blood

Depictions of blood.

Blood and Gore

Depictions of blood or the mutilation of body parts.

Comic Mischief

Scenes depicting slapstick or gross vulgar humor.

Language

Mild to moderate use of profanity.

Mild Violence

Mild scenes depicting characters in unsafe and/or violent situations.

Suggestive Themes

Mild provocative references or materials.

Violence

Scenes involving aggressive conflict.

Please visit **WWW.ESRB.ORG** for a complete listing of content descriptors.

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 applies ratings, enforces advertising guidelines, and helps ensure responsible online privacy practices for the interactive entertainment software industry.



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