

## **GameStop Partners With Autism Speaks for Autism Awareness Month**

March 21, 2016 10:05 AM ET

### **GameStop and Its Family of Retail Brands to Help Raise Awareness and Funds for Autism Research, Family Services and Advocacy; The Specialty Retailer Invites Customers and Associates to Donate During Its In-Store and Online Awareness Campaign in April**

NEW YORK, NY -- (Marketwired) -- 03/21/16 -- GameStop Corp., a global family of specialty retail brands that makes the most popular technologies affordable and simple, today announced a partnership with Autism Speaks, the world's leading autism science and advocacy organization. Taking place throughout Autism Awareness Month, April 1 - 30, GameStop and its family of brands will participate in a fundraising and awareness campaign to benefit Autism Speaks.

This is GameStop's first time partnering with Autism Speaks to conduct an in-store and online donation campaign. Customers at the company's GameStop, Spring Mobile AT&T and Cricket Wireless, Simply Mac and ThinkGeek retail stores will have the opportunity to donate to Autism Speaks at point-of-purchase. The campaign will be supported by specialized in-store and online promotional materials, and online outreach through GameStop's mobile gaming division, Kongrate, and gaming magazine, *Game Informer*.

"We are proud to partner with Autism Speaks this April," said Matt Hodges, vice president of public and investor relations. "This partnership is extra special to the GameStop family. Many of our associates and customers have shared how the video game and technology products we sell have helped them have a meaningful relationship with their child who has autism. We look forward to a successful campaign and helping those families impacted by autism."

This initiative is supported by GameStop's passionate store associates, who are committed to giving back to the communities in which they work, live and play. As a 'thank you' to those customers who donate \$1 or more, GameStop is offering triple PowerUp Rewards points on the donation amount.

"We are thrilled to see the world of gaming and technology embrace autism," said Autism Speaks Vice President of Corporate Development Peter Morton. "We are grateful for this partnership since GameStop's campaign will raise awareness of autism across the country."

The donations raised through the GameStop campaign will help fund the Autism Speaks Family Services iPad Grant program, which provides iPads to financially disadvantaged children and adults with autism. iPads have become valuable tools for many people on the autism spectrum, allowing them to access apps that help advance communication and learning skills. Autism Speaks has donated more than 4,000 iPads to recipients across the country since in 2012.

In addition, the money raised will also fund the research and science program at Autism Speaks, which enables the development of technological advances that improve the health and quality of life for individuals with autism and their families.

Since its inception in 2005, Autism Speaks has committed more than \$570 million to its mission, the majority going toward science and medical research.

To find your local GameStop, Simply Mac, Spring Mobile AT&T, or ThinkGeek stores, visit [www.gamestop.com](http://www.gamestop.com), [www.simplymac.com](http://www.simplymac.com), [www.springmobile.com](http://www.springmobile.com), or [www.thinkgeek.com](http://www.thinkgeek.com). To learn more about Autism Speaks, visit: [autismspeaks.org](http://autismspeaks.org).

#### ***About Autism***

Autism is a general term used to describe a group of complex developmental brain disorders -- autism spectrum disorders -- caused by a combination of genes and environmental influences. These disorders are characterized, in varying degrees,

by communication difficulties, social and behavioral challenges, and repetitive behaviors. An estimated 1 in 68 children in the U.S. is on the autism spectrum.

### ***About Autism Speaks***

Autism Speaks is the world's leading autism science and advocacy organization. It is dedicated to funding research into the causes, prevention, treatments and a cure for autism; increasing awareness of autism spectrum disorders; and advocating for the needs of individuals with autism and their families. Autism Speaks was founded in February 2005 by Suzanne and Bob Wright, the grandparents of a child with autism. Since its inception, Autism Speaks has committed more than \$570 million to its mission, the majority in science and medical research. On the global front, Autism Speaks has established partnerships in more than 70 countries on five continents to foster international research, services and awareness. To learn more about Autism Speaks, please visit [AutismSpeaks.org](http://AutismSpeaks.org).

### ***About GameStop Corp.***

GameStop Corp. (NYSE: GME), a Fortune 500 and S&P 500 company headquartered in Grapevine, Texas, is a global, multichannel video game, consumer electronics and wireless services retailer. GameStop operates more than 7,100 stores across 14 countries. The company's consumer product network also includes [www.gamestop.com](http://www.gamestop.com); [www.Kongregate.com](http://www.Kongregate.com), a leading browser-based game site; Game Informer® magazine, the world's leading print and digital video game publication; and ThinkGeek, [www.thinkgeek.com](http://www.thinkgeek.com), the premier retailer for the global geek community featuring exclusive and unique video game and pop culture products. In addition, our Technology Brands segment includes Simply Mac and Spring Mobile stores. Simply Mac, [www.simplymac.com](http://www.simplymac.com), operates 76 stores, selling the full line of Apple products, including laptops, tablets, and smartphones and offering Apple certified warranty and repair services. Spring Mobile, <http://springmobile.com>, sells post-paid AT&T services and wireless products through its 890 AT&T branded stores and offers pre-paid wireless services, devices and related accessories through its 70 Cricket branded stores in select markets in the U.S.

General information about GameStop Corp. can be obtained at the company's corporate website. Follow GameStop on Twitter at [www.twitter.com/GameStop](http://www.twitter.com/GameStop) and find GameStop on Facebook at [www.facebook.com/GameStop](http://www.facebook.com/GameStop).

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Source: GameStop Corporation