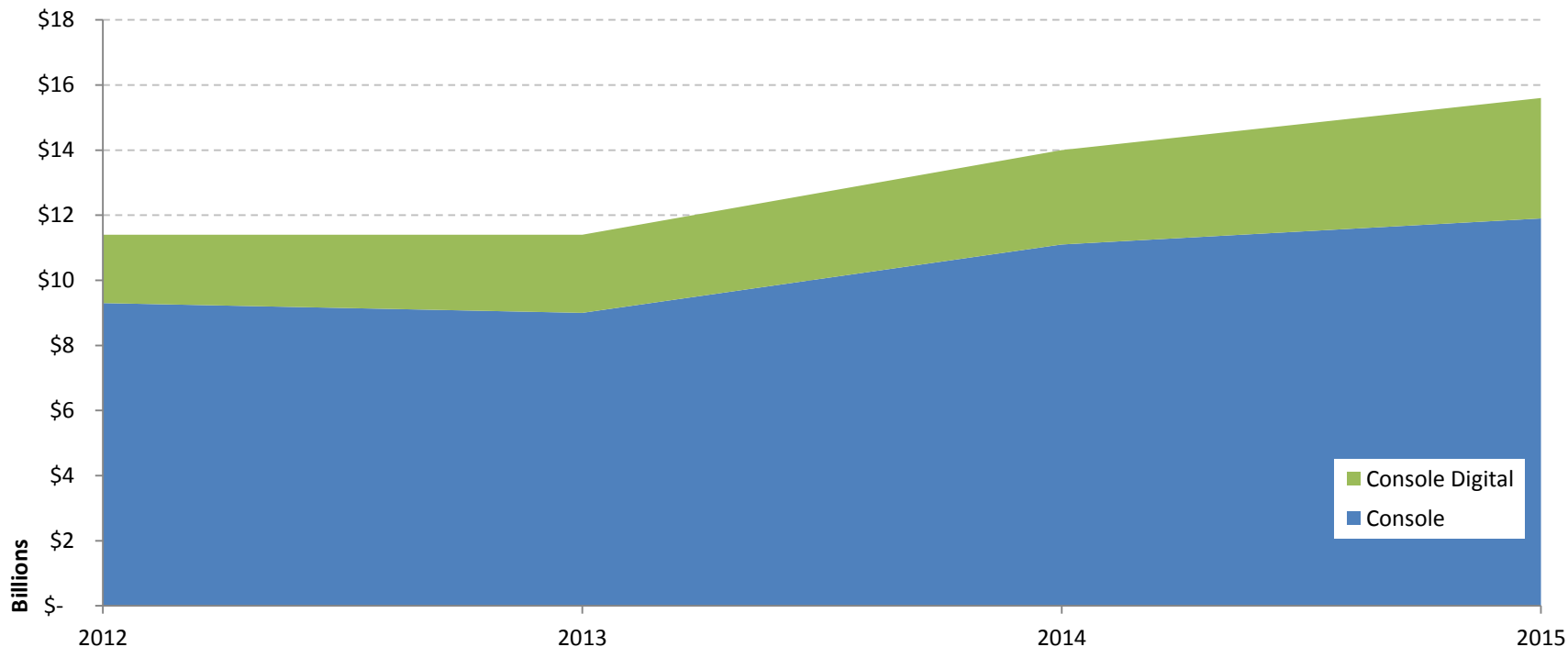




GameStop Market Model Excerpts

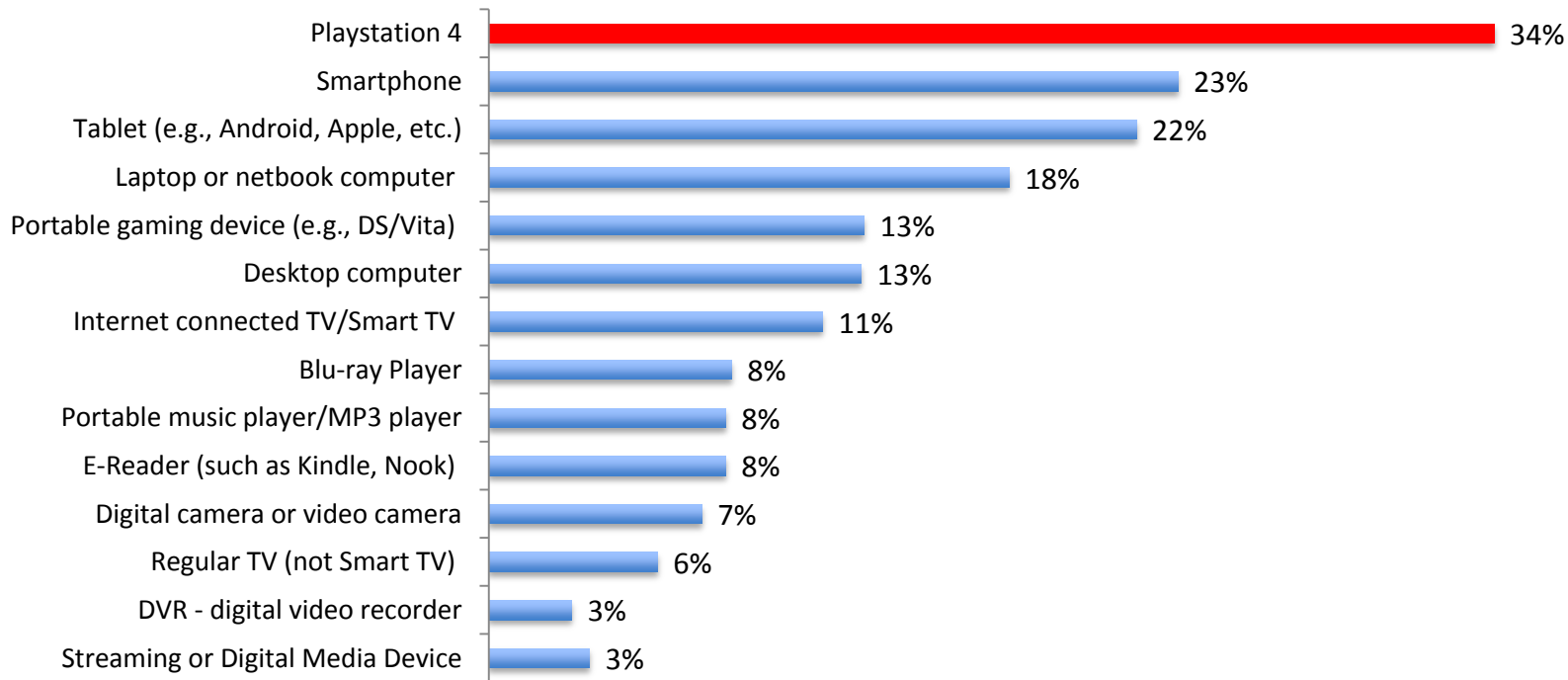
Projected growth from 2012 – 2015 (N. America)



Includes Console Hardware, Console Software and Console Digital

Source: GameStop Market Model

Expect to buy in next 12 months: PowerUp Rewards members



Source: PowerUp Rewards consumer research (2013)