

Gamestation Claiming Online Customer's Souls



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Research from high-street retailer Gamestation has discovered that more than 88% of the British public do not read the terms and conditions of a website before they make a purchase online.

As a result of the research, Gamestation has announced that on April 1st, in a test of its customers, it will include a clause in the terms and conditions stating that the customer grants the retailer the right to 'claim their immortal soul'. The online customer will be offered the opportunity to opt out of forgoing their soul by ticking a box in the small print. As a reward for their vigilance, they will receive a £5 discount voucher and entry into an online competition.

For those individuals who offer the right to their soul to Gamestation, the retailer will subsequently e-mail the customer nullifying any claim on their soul with a gentle reminder that the devil is in the detail and to always read the terms and conditions. Gamestation will remind customers that not all websites are as trustworthy as theirs, along with a £5 voucher as a gesture of good will.

The amount of unsuspecting souls that have been acquired by Gamestation will be unknown until 4.30pm on 1st April. However, Steve Wind-Mozley, General Manager of Online for Gamestation said:

"Based on an average days trading, we expect to acquire hundreds of souls as customers continually ignore the small print."

- ENDS -

For further press information, please contact:

About

Gamestation, part of Game Group Plc., is the UK's fastest growing computer and [video games](#) retailer. Together with online shopping services, Gamestation aims to be the destination of choice for the hard-core gamer. Gamestation's extensive range includes all the latest [pc games](#), Blu-Rays and HD DVDs for next generation platforms such as Xbox 360, [Playstation 3 \(PS3\)](#), Nintendo Wii, Playstation 2 (PS2) and PC, as well as hand held formats like [PSP](#), UMD and Nintendo DS. Gamestation also has a massive selection of used and pre-owned games, plus iPods, gaming accessories, strategy guides, clothing, trading cards and much more. Further corporate information can be obtained by logging onto either the Gamegroup plc website, or the Gamestation online store.

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