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MANITOBA'S POLICY WITH RESPECT TO RATING LABELS

Rating Categories Required by Regulation to be Labeled:

Only the age restricted categories are required to be labeled, 14A, 18A, Restricted and Adult. The G and PG categories are not required to be labeled by regulation but the board encourages distributors and retailers to label all categories.

1. Canadian Home Video Rating System (CHVRS) labels:

Any product that appears with a Canadian Home Video Rating System label (including the exempt category) is considered a Manitoba label for the purposes of our regulations (where the distributor is authorized by the CMPDA to use this trademark). If in the event our Manitoba rating is different than the average provided by CHVRS we accept the CHVRS average as our rating as we are part of the averaging process and therefore do not require over sticking/labeling.

2. Non CHVRS Labeled Product:

For all other product that does not come with the CHVRS rating label on the package (*unless it falls under the Exempt from Review category*) the retailer is required to affix the appropriate rating label. We encourage retailers and their suppliers to work together in labeling video product with the Manitoba rating for non CHVRS labeled product.

3. Exempt from Review product:

Product that is considered exempt from review is of course not required to be labeled. However the onus is on the distributor and the retailer to ensure that the content is clearly exempt and should err on the side of caution and have it rated if they are uncertain. **The distributor makes the determination if any of their titles meets the exemption requirements and therefore must ensure the retailer is aware of its exempt status.** *The board when queried by retailers about any particular title can only provide information based on what the board has classified.*

4. Box or Multiple Title Packages:

Box titles or packages sold containing more than one title shall bear the rating of the title with the highest rating.

For further information please consult our website or call direct.