

## Game Closing Down Multiple UK stores

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According both MCV and Edge Online Game is closing down 43 UK outlets-- including 12 Game stores, 6 Gamestation stores and all 25 concessions in Debenhams stores.



The retailer is also closing down the [Gameplay.co.uk](http://Gameplay.co.uk) site, and will migrate all customers to [Gamestation.co.uk](http://Gamestation.co.uk) from March 2012.

The announcement follows the retailer's "Dedicated to Gaming" strategy-- where Game will reduce store count will pushing multi-channel and digital offerings. One part of strategy is an upgrade on in-store IT systems, connecting stores to the online platform (enabling click and collect retail).

The holiday season also proved to be fairly disappointing for the retailer, and is now going through severe credit issues. Game plans to reduce its count of 610 Game and Gamestation highstreet stores to 550 outlets by Q4 2013.

Go [Game to Close Gameplay.co.uk, Stores \(MCV\)](#)

Go [Game Group Confirms Multiple Store Closures \(Edge Online\)](#)