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# Bloomberg

## GameStop Rally Reignites as Retail Traders Step Back In

By Bailey Lipschultz

GameStop Corp. dipped in extended trading after rising nearly 70% on Friday, wrapping up a week of wild swings as retail investors returned to the stock after trading restrictions on the company were lifted.

The shares at the center of the retail craze that's gripped Wall Street and drawn scrutiny from Washington, rallied after Robinhood Markets' decision to lift some curbs that prevented investors on Thursday from buying the stocks that had been going straight up for days.

GameStop closed the session at \$325, wrapping up a 400% price surge in the week. The company's value quintupled since last Friday despite Thursday's plunge, which wiped out \$11 billion in market cap. Shares in other day-trader favorites snapped back from record losses as well.

Worth less than \$5 billion just a week ago, GameStop has been propelled by day traders using Reddit forums to take on the Wall Street establishment. At one point, the company briefly became the largest member of the Russell 2000 Index after hitting a peak value of \$33.7 billion Thursday. The retailer was worth \$22.7 billion at the close on Friday.

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**"The trading restrictions helped a bit but the rules will need to be refined such that it does not just restrict one class (i.e. retail) of investors," said Amy Kong, chief investment officer of Barrett Asset Management. "At some point, like a house of cards, this will prove unsustainable."**

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