



FOR IMMEDIATE RELEASE

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THIS SUMMER, SCHOLASTIC VIDEO COLLECTION™
CELEBRATES NUMBERS WITH A SOON-TO-BE
FAMILY CLASSIC!

CHICKA CHICKA 1 2 3...
AND MORE STORIES ABOUT COUNTING

Also Available on June 27: a Specially-Priced CHICKA CHICKA DVD 2-Pack, Containing Both 1 2 3 and the Classic CHICKA CHICKA BOOM BOOM For \$19.95SRP

NEW YORK, NY -- This summer, *Chicka Chicka 1 2 3*, the award-winning children's counting book, comes to bouncy musical life with an all-new release in the Scholastic Video Collection! **CHICKA CHICKA 1 2 3... AND MORE STORIES ABOUT COUNTING**, sure to become a treasured family classic, features three stories about numbers and counting, and will be available to add to every home entertainment library on June 27, 2006...only from Scholastic Media and New Video!

This energetic and colorfully animated new release was carefully adapted from the original award-winning book by Bill Martin, Jr. and Michael Sampson, with animation of Lois Ehlert's vibrant illustrations. The story-on-video features fun-filled music and vocals by Crystal Taliefero, backup singer for Billy Joel. Two other stories about counting include "If You Made a Million" and "How Much Is a Million?" (adapted from the acclaimed stories by David M. Schwartz and illustrated by Stephen Kellogg). DVD extras include a read-along feature, Auto-Play and a bonus story, "Millions of Cats," by Wanda Gag.

CHICKA CHICKA 1 2 3 is the sequel to the celebrated Martin/Sampson/Ehlert book "Chicka Chicka Boom Boom," which has also been adapted for the Scholastic Video Collection (SVC catalog # NVG-9517). CHICKA CHICKA BOOM BOOM... AND LOTS MORE LEARNING FUN won a seal of approval from the Parents Television Council. The *Los Angeles Daily News* said it was just as fun as the original book, "thanks to a tropical beat that stays true to the original." CHICKA CHICKA 1 2 3 features the snappy rhymes and vibrant images that made Martin and Ehlert's earlier book a classic of children's literature.

The focus of this new release is on early math concepts, so important for children ages 2 to 6. One hundred and one numbers race each other up the apple tree; suddenly bad

-more-

bumblebees come buzzing. Which number will save the day? The story and song cover the numbers from 1 to 100 (1 to 20 sequentially, then 20 to 100 by 10's). Viewers will soon be chanting along with Zero's refrain, "Chicka Chicka 1 2 3. Will there be a place for me?"

For those families looking to bring both of these bouncy musical classics into their home entertainment libraries, Scholastic will also be releasing a specially-priced CHICKA CHICKA DVD 2-pack, which will contain both the new CHICKA CHICKA 1 2 3 and the original CHICKA CHICKA BOOM BOOM for the highly-collectible price of \$19.95SRP.

Like all of the award-winning Scholastic Video Collection titles, CHICKA CHICKA 1 2 3...AND MORE STORIES ABOUT COUNTING offers true-to-the original adaptations of classic, critically acclaimed children's books from renowned authors and illustrators. Top-quality production values and kid-friendly narration and music are hallmarks of this celebrated Collection. All Scholastic Video Collection titles are available from New Video (newvideo.com).

About Scholastic Media

Scholastic Media (SM) is the entertainment and media division of Scholastic Inc., the global children's publishing and media company. A proven leader and innovator in the children's entertainment landscape and award-winning licensor and marketer of children's properties worldwide, SM ranks as one of the foremost producers of quality, family-oriented content for all platforms, including television programming, feature films, home entertainment, interactive, and the Internet.

About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through a variety of channels, including proprietary school-based book clubs, school-based book fairs, and school-based and direct-to-home continuity programs; retail stores, schools, libraries and television networks; and the Company's Internet site, www.scholastic.com.

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THE SCHOLASTIC VIDEO COLLECTION™

CHICKA CHICKA 1 2 3... AND MORE STORIES ABOUT COUNTING

Pre-order Date: May 30, 2006

Street Date: June 27, 2006

Format: DVD

Suggested Retail Price: \$14.95

CHICKA CHICKA 2-PACK (CHICKA CHICKA BOOM BOOM & CHICKA CHICKA 1 2 3)

Pre-order Date: May 30, 2006

Street Date: June 27, 2006

Format: DVD

Suggested Retail Price: \$19.95