

FOR IMMEDIATE RELEASE

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**ON OCTOBER 30, SCHOLASTIC STORYBOOK TREASURES™ LAUNCHES
WITH MO WILLEMS' CALDECOTT HONOR TALE ON DVD, WINNER OF
THE 2007 ANDREW CARNEGIE MEDAL FOR EXCELLENCE IN
CHILDREN'S VIDEO**

**KNUFFLE BUNNY
...AND MORE GREAT CHILDHOOD ADVENTURE STORIES!**

Scholastic Video Collection, the #1 Award-Winning KidVid Series, Relaunches
With a New, Enhanced Line Featuring More Content, a New "Read Along" Feature,
Kid-Friendly Authoring and More!

NEW YORK, NY -- The celebrated Scholastic Video Collection, which has won more awards than any other contemporary children's video line, will re-launch bigger and better this October as SCHOLASTIC STORYBOOK TREASURES™. Mo Willems' best-selling, Caldecott Honor story headlines the inaugural series release with **KNUFFLE BUNNY...AND MORE GREAT CHILDHOOD ADVENTURE STORIES**, available for families everywhere on October 30 for the collectible price of \$14.95SRP.

The title tale on KNUFFLE BUNNY has been faithfully adapted from the *New York Times* best-selling book, *Knuffle Bunny: A Cautionary Tale*, from author/illustrator Willems. In a turn viewers are sure to appreciate, Willems and his real-life family narrate the award-winning story of Trixie, a little girl who visits the local laundromat with her daddy and favorite stuffed toy, Knuffle Bunny. However, their exciting adventure takes an unexpected turn when Trixie realizes something is missing. How can she make her daddy understand why she's upset? The recognizably humorous family situation, and Willems' trademark montage of vivid, hand-drawn cartoon images set against a black and white photographed city, gives this lead tale a hip and modern edge. Willems' sequel, *Knuffle Bunny Too: A Case of Mistaken Identity*, has also just been released by Hyperion.

Along with an exciting, new read-along function that highlights the words as they're being read -- new stories on the content-rich title, featuring celebrity narrators Calista Flockart and Lindsay Crouse, include: "Shrinking Violet," an award-winning tale of a shy girl who finds her voice for the school play; "Possum Magic" which tours Australia with two fun-loving possums as they search to discover the right ingredient for a magic spell; and, "Planting a Rainbow" which brings to life the excitement and beauty of a mother and child planting a flower garden together. In addition, two bonus stories tell tales of some very courageous kids: "Brave Irene" and "Will I Have a Friend?"

The new SCHOLASTIC STORYBOOK TREASURES™ collection will offer DVDs featuring more digitally-enhanced content than ever – at least an hour of stories on each

release, value-priced at \$14.95SRP. An enhanced Read-Along function allows kids to follow the narrator as each featured story is read, and new, kid-friendly features include redesigned authoring for easy navigation and eye-popping packaging.

KNUFFLE BUNNY is just the first release of the new SCHOLASTIC STORYBOOK TREASURES DVDs, which features careful and faithful adaptations of classic, critically-acclaimed children's books from legendary production house Weston Woods. The collection of best-selling stories on DVD will feature top-quality production values, narration and music, often performed by well-known actors and recording artists. Another fall release in the series, is the SCHOLASTIC CHILDREN'S STORYBOOK TREASURY (September 25), a 16-DVD gift set featuring 100 of the most-beloved children's stories in the collection.

This fall, New Video will also launch a consumer-friendly SCHOLASTIC STORYBOOK TREASURES website. The site, storybooksondvd.com, will provide families with the latest information about new releases, parent forums, activities for children and more.

For more information about New Video and the SCHOLASTIC STORYBOOK TREASURES series, visit www.newvideo.com/scholastic.

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.

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SCHOLASTIC STORYBOOK TREASURES™ KNUFFLE BUNNY...AND MORE GREAT CHILDHOOD ADVENTURE STORIES

Pre-order date: October 2, 2007
Street Date: October 30, 2007
Format: DVD, animation
Ages: 2 to 8
Sug. Retail Price: \$14.95
Genre: Children's/Animation
Running Time: 66 minutes
Screeners/Art: Available upon request