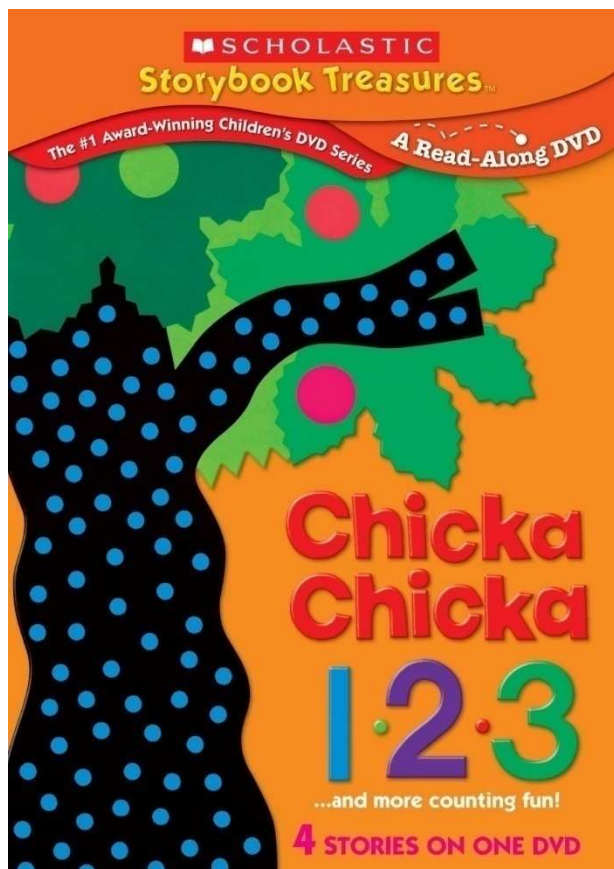


PREORDER Jun 30 RELEASE Jul 28

NEW RELEASE: SCHOLASTIC



CHICKA CHICKA 123 ...and more counting fun!

The best-selling DVD is back and better than ever!

- Just in-time for back-to-school set-ups, Scholastic Storybook Treasures presents four family favorite stories about numbers that make counting a blast!
- Faithfully adapted from the beloved children's book, *Chicka Chicka 1,2,3* is already a DVD best-seller, and now includes the enhanced read-along.
- Stories have won numerous awards and include narration by Crystal Taliefero, Diana Canova and Bruce Johnson.
- Online grassroots marketing initiatives will target families with children ages 2-7, with a focus on parenting groups and websites.
- PR campaign to target family-centric publications and websites and kids radio stations for promotions and product giveaways.

SYNOPSIS: Four favorite stories about numbers – counting has never been so much fun! Includes: *Chicka Chicka 123*, *Emily's First 100 Days of School*, *How Much is a Million?* and *If You Made a Million*.

PRODUCT INFORMATION

DVD FEATURES: Read-along

SRP: \$14.95 U.S., \$16.95 CAN

FORMAT: Single

PACKAGING: Amaray

LENGTH: 69 mins.

GENRE: Animation

YEAR: Various

LANGUAGE: English

COLOR: Color

WIDESCREEN: No

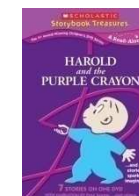
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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CHICKA CHICKA BOOM BOOM



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