

.....Introducing.....

 SCHOLASTIC

Early Learners



A new series of photographic novelty board books...
and more!

..... The Experts in Learning

What makes these books stand out from the rest of the market?

- Photographic design enhances the child's learning development
- Brightly colored, interactive books encourage activity-based learning in multiple formats, including lift-the-flap, finger tracing, sound-enriched, touch-and-feel, and write and wipe
- Icons for parents make the learning points clear



Touch and Feel Farm / Baby Animals

A charming new series for very young children.

14 pp padded cased BB
5.3 x 5.3 x 0.9 in
(136 x 136 x 23 mm)
\$6.99



978-0-545-90321-9



978-0-545-90319-6

- Combination of tactile areas, photography, and illustrations
- Small, padded format perfect for young hands to hold

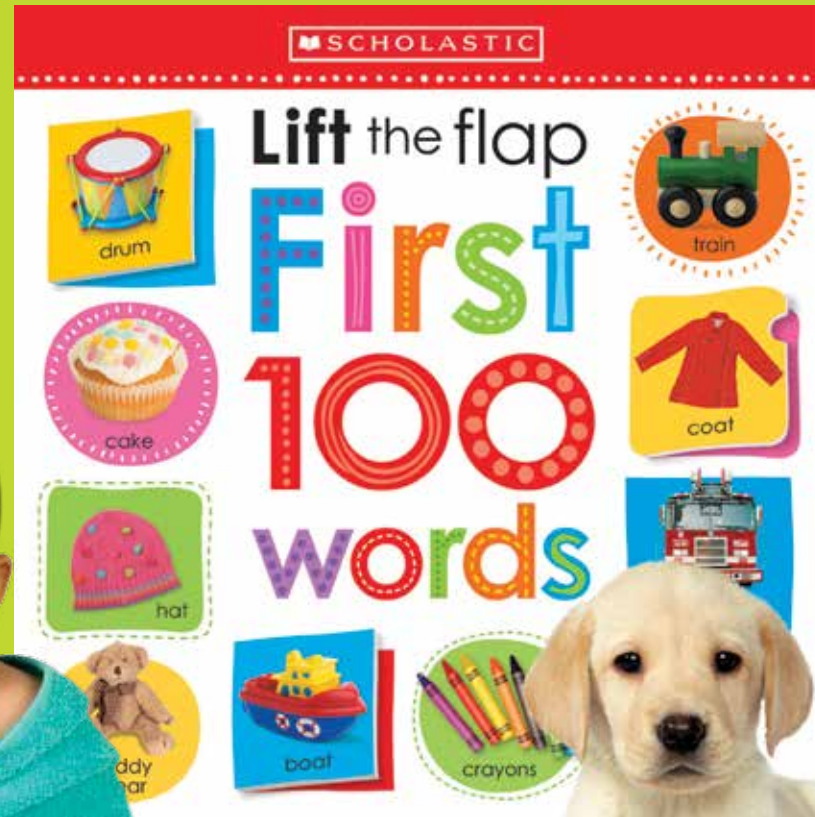


Lift the Flap First 100 Words

An exciting first word book with over 60 sturdy flaps to flip!

14 pp foam-cased BB
10.8 x 10.8 x 0.5 in
(270 x 270 x 15 mm)
\$9.99

- Interactive flaps open in all different directions
- Tactile foam-padded cover



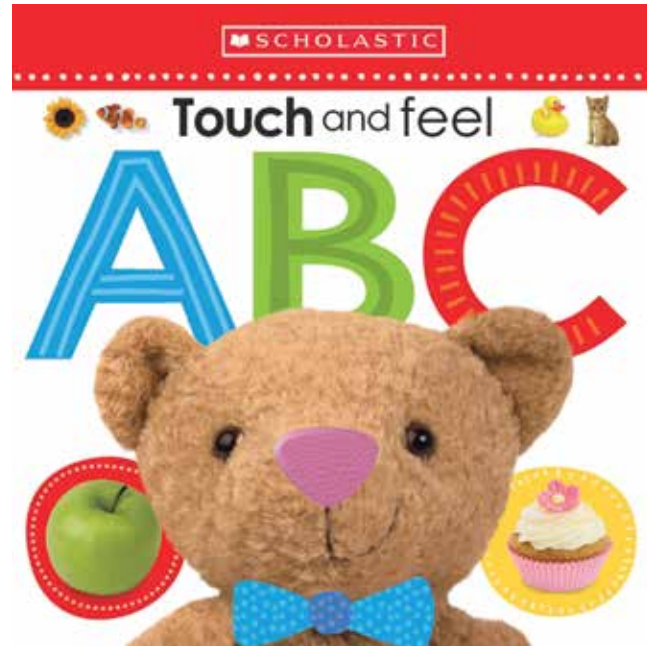
978-0-545-90315-8



Touch and Feel ABC

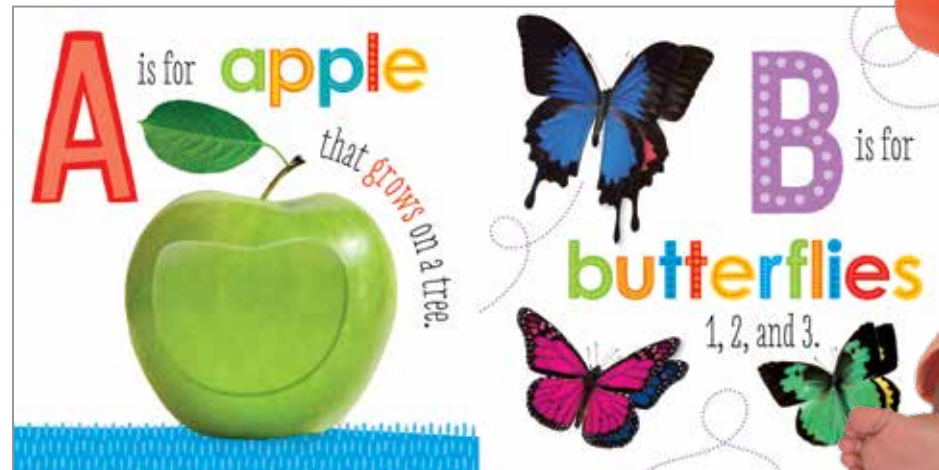
A delightful introduction to the alphabet, with beautiful pictures, rhyming text, and areas to touch, feel, and explore.

28 pp foam-cased BB with touch and feel, flaps, glitter, foil, and emboss
8.5 x 8.5 x 0.3 in
(215 x 215 x 8 mm)
\$12.99



- Flaps to lift and tactile areas encourage active learning
- Tactile foam-padded cover

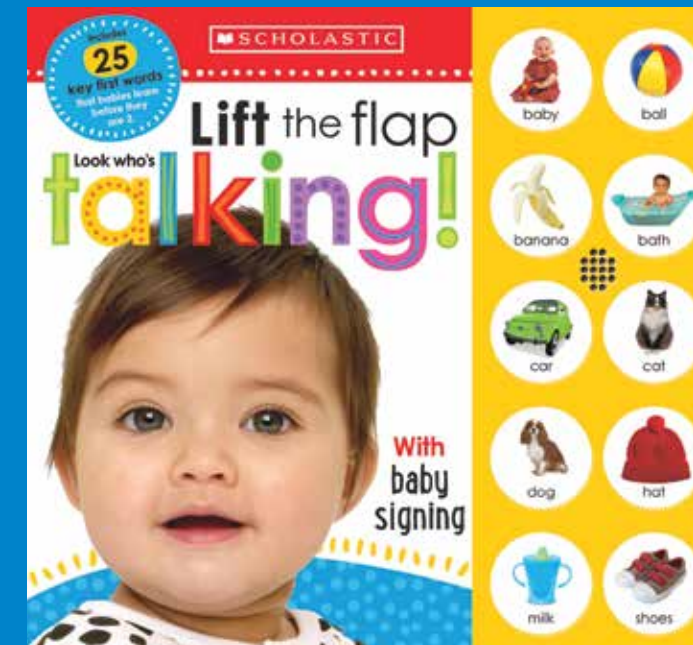
978-0-545-90317-2



Lift the Flap Look Who's Talking!

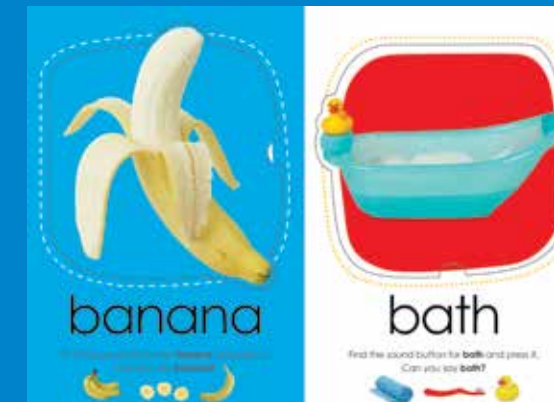
A multi-button sound book with 10 different sounds!

14 pp BB with sound bar with 10 separate buttons
9.2 x 10 x 0.5 in
(233 x 260 x 14 mm)
\$14.99



978-0-545-90303-5

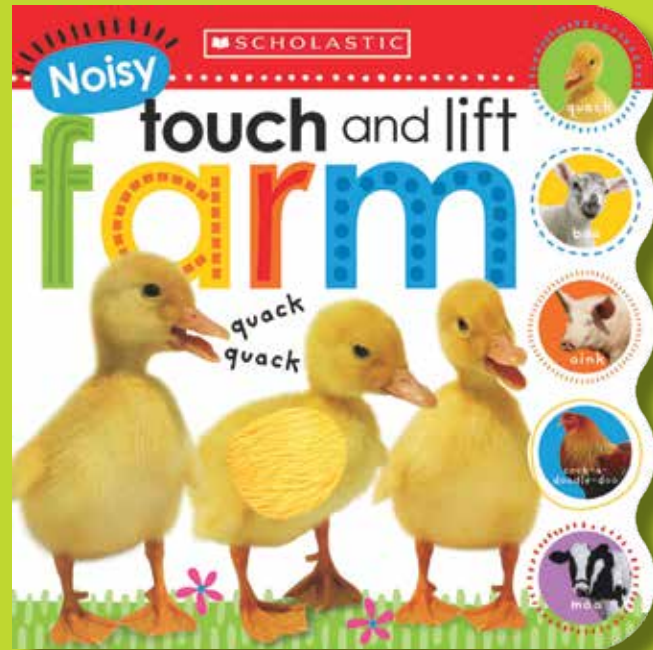
- Flaps reveal baby sign language for each word
- Top 25 words toddlers under 2 should know



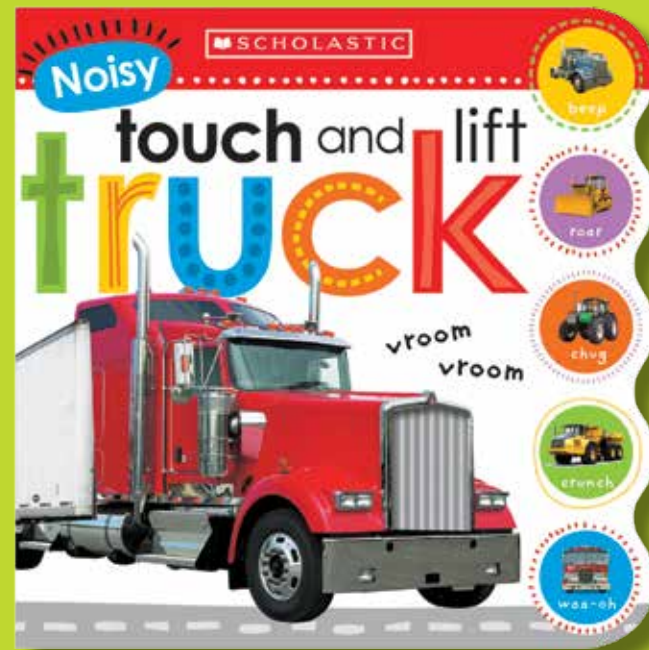
Noisy Touch and Lift Farm / Truck

Entertaining and educational sound books!

978-0-545-90310-3



978-0-545-90308-0



14 pp foam-cased BB with
5 separate sounds
8.5 x 8.5 x 0.3 in
(210 x 210 x 8 mm)
\$12.99

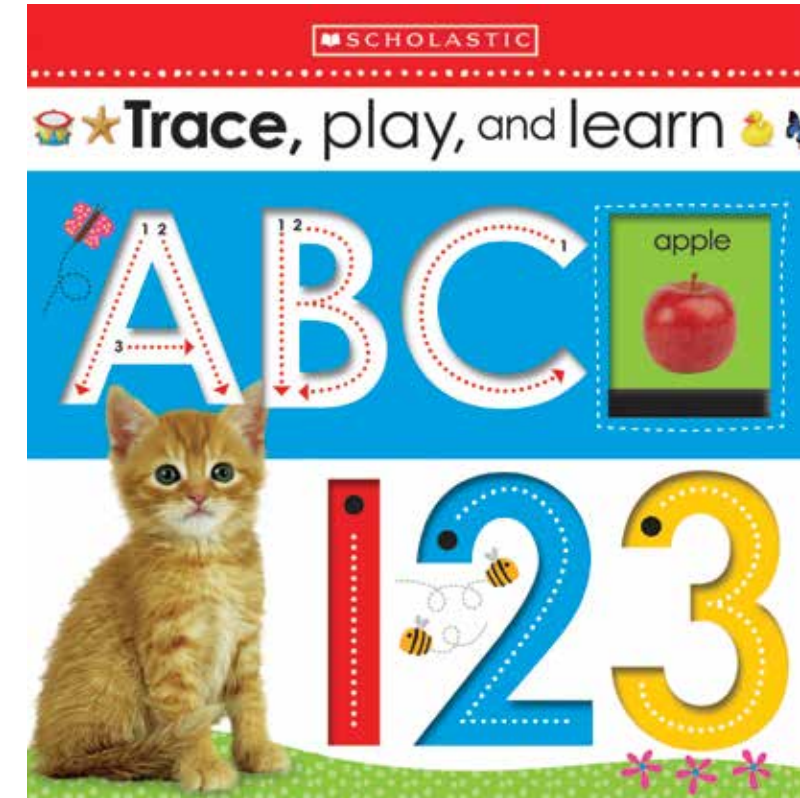


- Sounds triggered by lifting flaps or touching tactile areas
- Lively text promotes interaction and language development
- Tactile foam-padded cover

Trace, Play, and Learn ABC 123

An action-packed book for kids to explore!

12 pp BB
10.6 x 10.6 x 0.3 in
(270 x 270 x 8 mm)
\$12.99



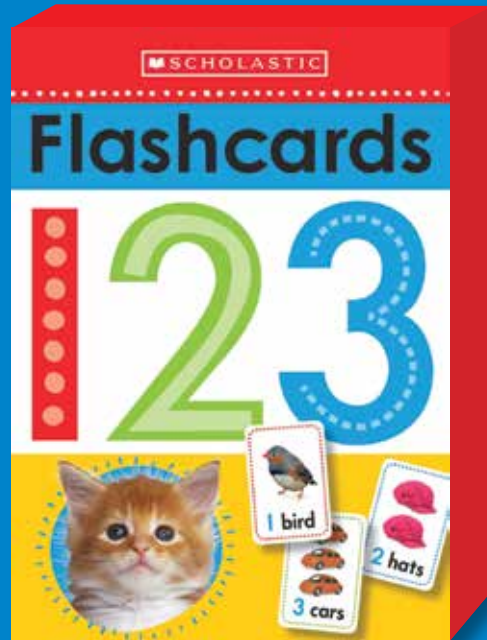
978-0-545-90313-4

- Indented letters and numbers encourage tracing and learning
- Sliders help children count and check their answers
- Flaps to lift promote hand-eye coordination

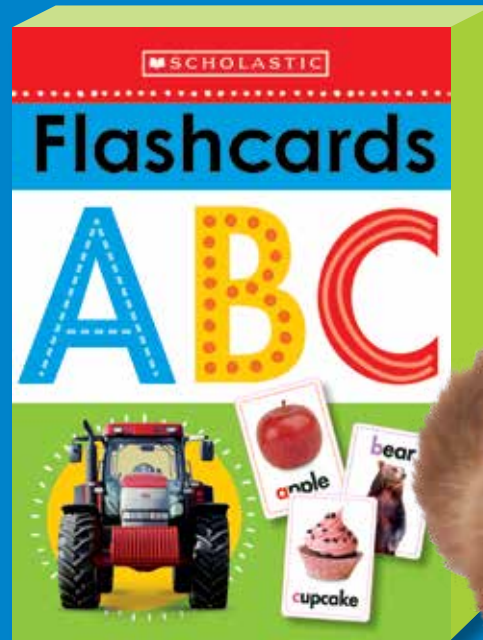


Flashcards 123 / ABC

Two sets of flashcards to help children learn their numbers and letters.



978-0-545-90334-9



978-0-545-90333-2

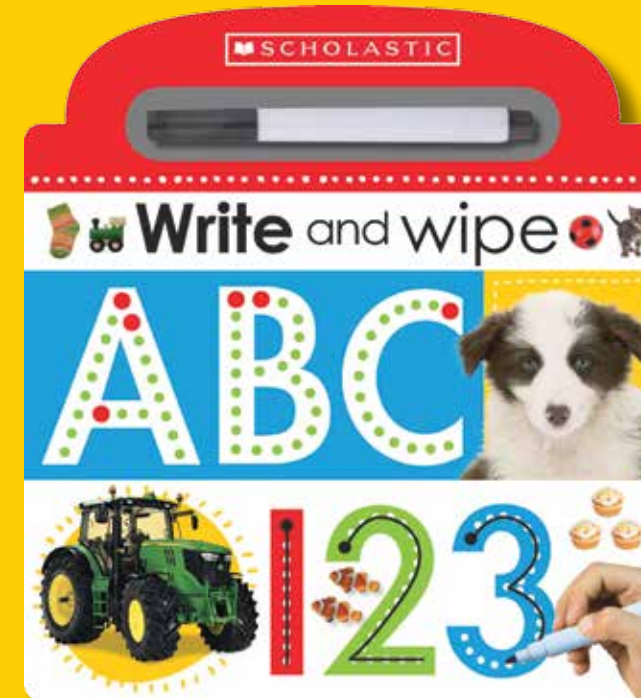
Box contains 26 flashcards
Flashcards: 4.6 x 6.5 in (117 x 165 mm)
Box: 4.8 x 6.7 x .5 in (123 x 170 x 15 mm)
\$3.99



- Targets letters and numbers
- Perfect for adults and children to look at together

Write and Wipe ABC 123

A wipe-clean board book for practice in writing letters and numbers.



978-0-545-90640-1

28 pp BB inc. pensheets
8.5 x 9.2 x 0.6 in
(215 x 235 x 14 mm)
\$8.99

- Includes a wipe-clean pen that clips into the book
- Each letter has words for children to trace, helping develop their awareness of letter sounds



Wipe-Clean Workbooks

The three wipe-clean workbooks provide plenty of practice for children on a wide range of early learning topics.

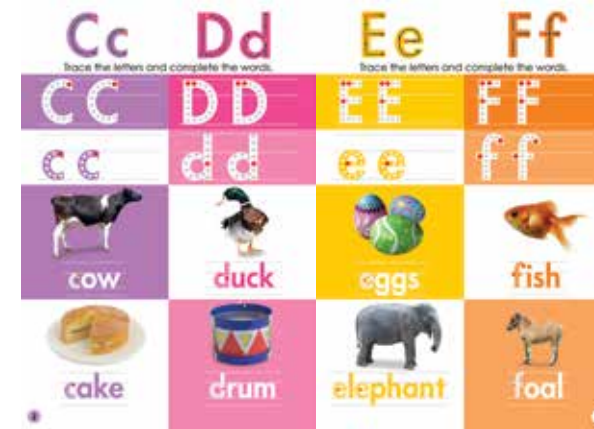
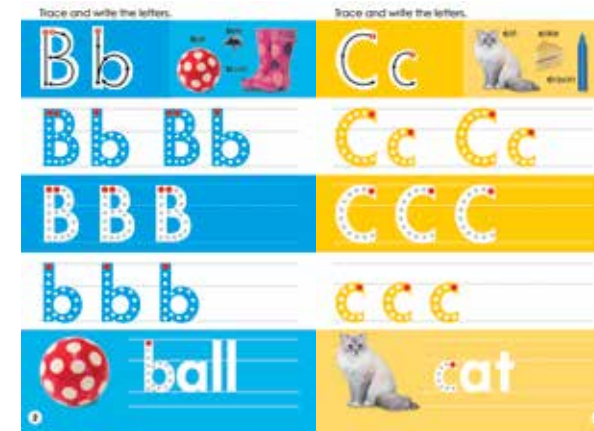
60 pp PB wirebound inc.
wipe-clean pen
8.25 x 11.75 x 0.4 in
(210 x 297 x 10 mm)
\$9.99



978-0-545-90324-0

978-0-545-90326-4

978-0-545-90327-1



- Glossy card pages make it easy to practice and master topics
- Includes a wipe-clean pen, and the wirebound books lie flat

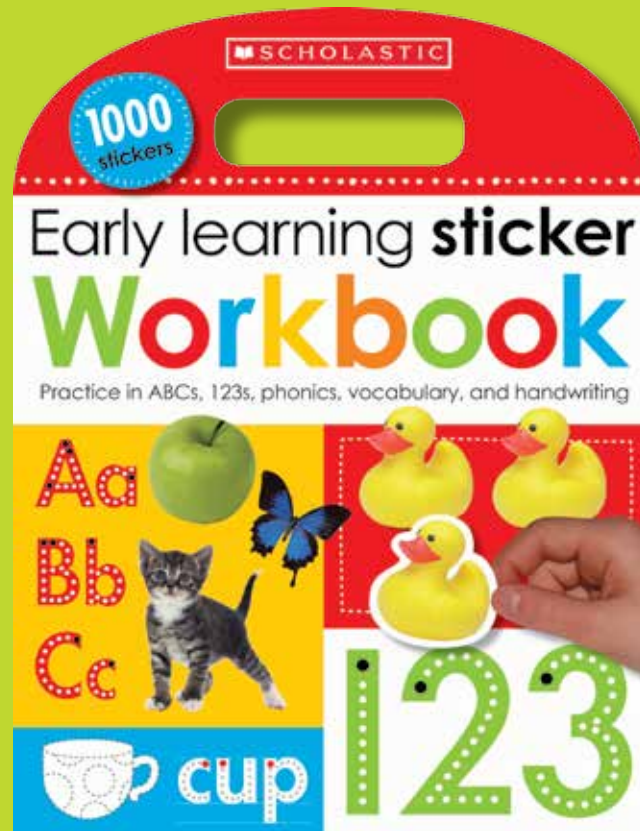


Early Learning Sticker Workbook

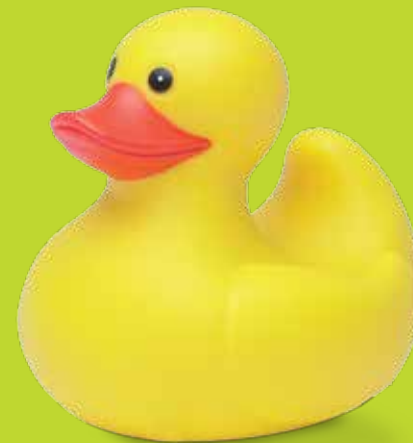
This sticker activity book is perfect for children just learning letters, numbers, sequencing, shapes, and colors.

104 pp PB inc. 24 pp stickers
8.4 x 11 x 0.4 in
(215 x 280 x 10 mm)
\$9.99

- Sticker and coloring activities reinforce early learning topics
- Over 1000 stickers included
- Comes with an easy carrying handle



978-0-545-90335-6



Publishing Plan

Fall 2015

| | | |
|-------------------------------------|-------------------|---------|
| Touch and Feel Farm | 978-0-545-90321-9 | \$6.99 |
| Touch and Feel Baby Animals | 978-0-545-90319-6 | \$6.99 |
| Lift the Flap First 100 Words | 978-0-545-90315-8 | \$9.99 |
| Touch and Feel ABC | 978-0-545-90317-2 | \$12.99 |
| Lift the Flap Look Who's Talking! | 978-0-545-90303-5 | \$14.99 |
| Noisy Touch and Lift Farm | 978-0-545-90310-3 | \$12.99 |
| Noisy Touch and Lift Truck | 978-0-545-90308-0 | \$12.99 |
| Trace, Play, and Learn ABC 123 | 978-0-545-90313-4 | \$12.99 |
| Flashcards 123 | 978-0-545-90334-9 | \$3.99 |
| Flashcards ABC | 978-0-545-90333-2 | \$3.99 |
| Write and Wipe ABC 123 | 978-0-545-90640-1 | \$8.99 |
| Wipe-Clean Workbooks - Pre K | 978-0-545-90324-0 | \$9.99 |
| Wipe-Clean Workbooks - Kindergarten | 978-0-545-90326-4 | \$9.99 |
| Wipe-Clean Workbooks - Grade 1 | 978-0-545-90327-1 | \$9.99 |
| Early Learning Sticker Workbook | 978-0-545-90335-6 | \$9.99 |

Spring 2016 Details Coming Soon!

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|----------------------------------|-------------------|---------|
| Baby Board Books 1 | 978-0-545-90337-0 | \$5.99 |
| Baby Board Books 2 | 978-0-545-90338-7 | \$5.99 |
| Baby Board Books 3 | 978-0-545-90339-4 | \$5.99 |
| Baby Board Books 4 | 978-0-545-90340-0 | \$5.99 |
| First Colors (Shaped Board) | 978-0-545-90341-7 | \$7.99 |
| Mini Tabbed Board Books 1 | 978-0-545-90342-4 | \$7.99 |
| Mini Tabbed Board Books 2 | 978-0-545-90343-1 | \$7.99 |
| Hide and Seek Animal Alphabet | 978-0-545-90344-8 | \$9.99 |
| Write and Wipe Learn to Write | 978-0-545-90330-1 | \$8.99 |
| Wipe-Clean Workbooks 1 | 978-0-545-90345-5 | \$12.99 |
| Wipe-Clean Workbooks 2 | 978-0-545-90346-2 | \$12.99 |
| Wipe-Clean Workbooks 3 | 978-0-545-90347-9 | \$12.99 |
| Wipe-Clean Workbooks 4 | 978-0-545-90348-6 | \$12.99 |
| Sticker Activity Box Set ABC/123 | 978-0-545-90336-3 | \$11.99 |

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