



**SCHOLASTIC MEDIA LAUNCHES *THE MAGIC SCHOOL BUS®: DINOSAURS*
FOR LEAPFROG'S™ AWARD-WINNING
EDUCATIONAL ENTERTAINMENT PLATFORMS**

Second Magic School Bus Offering for LeapFrog

NEW YORK – MAY 6, 2013 – Scholastic Media, a division of [Scholastic](#) Inc., the global children's publishing, education and media company, today announced a new addition to its global children's science franchise, [The Magic School Bus®](#), with the publication of THE MAGIC SCHOOL BUS: DINOSAURS for [LeapFrog](#)'s award-winning learning tablets, [LeapPad1™](#) and [LeapPad2™](#), and learning video game systems, LeapsterGS™ and Leapster Explorer™. The cartridge game will be available at retail in August for \$24.99; a digital version also will be available for download in the [LeapFrog App Center](#). This is the second Magic School Bus title to join the LeapFrog library; THE MAGIC SCHOOL BUS: OCEANS released in 2012 and has sold over 100,000 copies to date. The companion game 'MAGIC SCHOOL BUS: DINO SHUFFLE is also available in the LeapFrog App Center.

Designed for children ages 5-9, THE MAGIC SCHOOL BUS: DINOSAURS encourages children to think like scientists as they learn about prehistoric creatures. Kids travel back in time with Ms. Frizzle to the Triassic, Jurassic and Cretaceous time periods, playing six games that teach fundamental life science concepts and hundreds of facts about sixteen prehistoric creatures. The game focuses on using identification, observation and classification skills to teach facts about dinosaur skeletons, their size, survival strategies and the time periods in which they lived. Players also can earn badges for achievements during game play. The cartridge is compatible with LeapFrog's best-selling kids' learning tablets, LeapPad1 and LeapPad2, and award-winning video game systems Leapster GS and Leapster Explorer.

"The Magic School Bus has been entertaining and educating children and families for more than twenty-five years, transporting them to different times and different worlds," said Leslye Schaefer, Senior Vice President of Marketing & Consumer Products for Scholastic Media. "We are delighted to once again join forces with LeapFrog to bring a uniquely Magic School Bus gaming experience to kids and excite them about the engaging and exciting world of dinosaurs."

Based on the best-selling Scholastic book series written by Joanna Cole and illustrated by Bruce Degen, The Magic School Bus television series has been broadcast in more than 35 countries in 16 languages. With more than 85 million books in print, the brand has earned numerous awards, including two Emmys for Lily Tomlin's portrayal of Ms. Frizzle in the TV series, five CINE Golden Eagles and an Annenberg Public Policy Center Award.

For more information on *The Magic School Bus*, please visit mediaroom.scholastic.com/magicschoolbus, www.scholastic.com/magicschoolbus or www.facebook.com/magicschoolbus. For review copies and screenshots please contact Emma McKinstry or Meghan Newton at Scholastic@goodmanmedia.com / 212.576.2700

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