



Scholastic Statement on J.K. Rowling's Pottermore Announcement

NEW YORK, June 23, 2011 /PRNewswire/ -- (NASDAQ: SCHL) [Scholastic](#) is proud to be a key partner in the Pottermore project, including connecting teachers and parents from our school and online channels directly to ebook sales via Pottermore and providing marketing and promotion support. We're excited about the new content from J.K. Rowling to go along with the books. This will surely inspire more interest in the series and bring a whole new generation of readers to Harry Potter. We're pleased to support Pottermore because we know the power of the [Harry Potter books](#) to turn kids into lifelong readers, and we believe every child should experience Harry Potter — whether in ebooks or in print. In addition, Scholastic will receive a royalty on sales of the U.S. editions of the ebooks.

(Logo: <http://photos.prnewswire.com/prnh/20100907/SCHOLASTICLOGO>)

J.K. Rowling's Pottermore announcement is at www.youtube.com/jkrowlingannounces. The official press release announcing Pottermore is at www.pottermore.com/en/press.

About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology and related services and children's media. Scholastic creates quality books, print and technology-based learning materials and programs, magazines, multi-media and other products that help children learn both at school and at home. The Company distributes its products and services worldwide through a variety of channels, including school-based book clubs and book fairs, retail stores, schools, libraries, on-air, and online at www.scholastic.com.

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