

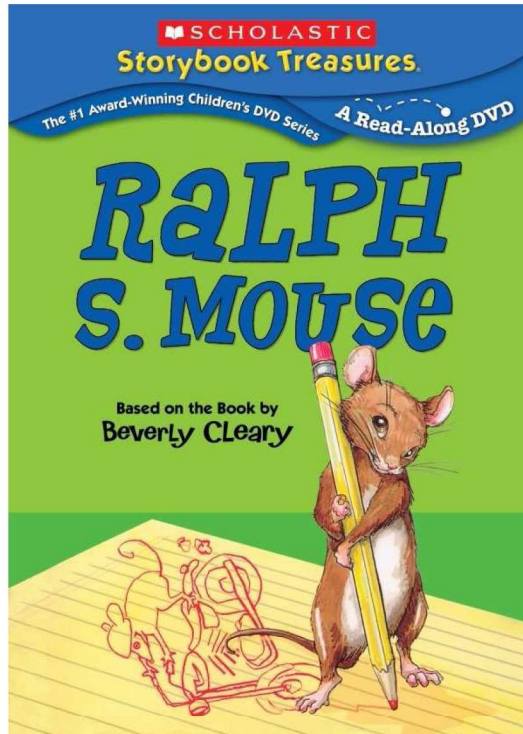
PREORDER AUG 24 RELEASE SEP 28

NEW RELEASE: SCHOLASTIC

RALPH S. MOUSE

The best-selling DVD with the easy to follow enhanced read-along!

- From the award-winning author of *Ramona the Pest* and *Henry Huggins*, Beverly Cleary's best-selling RALPH S. MOUSE has new art and includes the new read-along.
- Timed to release with the DVD release of *Ramona and Beezus*, based on the best-selling Beverly Cleary book series.
- The stories on this DVD have won numerous awards including the Andrew Carnegie Medal for Excellence in Children's Video.
- New read-along function highlights the words as they are read, allowing a child to follow the narrator, and new discussion questions promote early literacy skills.
- Marketing and PR includes extensive outreach to top parenting blogs for reviews and giveaways, Google ad words campaigns, reviews in parent-centric publications, and kids radio promotions in the top 10 kids' markets.



SYNOPSIS The best-selling book comes to life in live action and dimensional animation. When Ralph persuades his young friend Ryan to bring him to school, the fun and the danger begin. Will Ralph be smart enough to steer his adventure to a happy ending? Also includes the bonus stories *Uncle Elephant* and *Stanley and the Dinosaurs*.

PRODUCT INFORMATION

DVD FEATURES: Read-along, Talk about the story

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

FORMAT: Single

PACKAGING: Amaray

LENGTH: 85 mins. + extras

GENRE: Live-Action

YEAR: Various

LANGUAGE: English

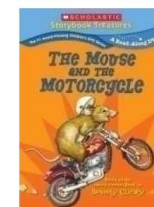
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WIDESCREEN: No

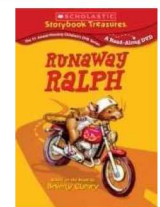
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

RELATED & RECOMMENDED



THE MOUSE AND THE MOTORCYCLE



RUNAWAY RALPH

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SCHOLASTIC
Storybook Treasures™