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NEW STUDY SHOWS THAT KIDS' READING DROPS OFF AFTER AGE EIGHT, AND THAT PARENTS CAN HAVE A DIRECT IMPACT ON GETTING KIDS TO READ

When Parents Are Readers, Kids Read More

Among Kids Who Read Most, Parents Are A Top Source For Book Suggestions

New York, NY – June 14, 2006 – The time kids spend reading for fun declines sharply after age 8 and continues to drop off through the teen years, according to a new national study released today by Yankelovich, a leader in consumer trends tracking, and Scholastic, the global children's publishing and media company. While 40% of kids between the ages of 5-8 years old are high frequency readers (reading for fun every day), only 29% of kids ages 9-11 years old are high frequency readers and the percentage continues to decline through age 17. **The Kids and Family Reading Report™**, a national survey of children ages 5-17 and their parents, also found that parents can have a direct impact on their kids' reading attitudes and behaviors, especially by reading more frequently themselves and by helping kids find books they like.

“Parents excel when it comes to introducing their very young children to beautiful picture books and bedtime stories, but when their kids start reading independently, parents need to become more, not less, involved,” stated Lisa Holton, President Scholastic Book Fairs and Trade Publishing. “As kids get older, the role parents play changes. We found that not only do parents need to be reading role models, but that they must play a key role in helping their older children select books that capture their imagination and interest.”

Almost three-quarters of parents surveyed (74%) say they value reading as the most important skill for a child to develop -- followed by critical thinking (49%), math (46%), social (46%) and computer (27%) skills. While two-thirds of parents agree that strong reading skills are critical to future success and 80% say it is very important for kids to read books for fun outside of school, only 21% of parents identify themselves as high frequency readers (reading every day).

The importance of parents as reading role models is evidenced by the fact that children of high frequency readers are far more likely to read for fun every day than children whose parents are not high frequency readers. The study found that 53% of children whose parents are high frequency readers are reading books for fun every day; however, among children whose parents are low frequency readers (reading 2-3 times a month or less), only 15% read for fun daily. Parents who are high frequency readers are more likely to see themselves as primarily responsible for encouraging their children to read than parents who are low-frequency readers (60% vs. 46%).

Whether or not parents are high frequency readers themselves, they can positively impact kids' reading habits. Kids who are high frequency readers are more than twice as likely as low frequency readers to cite their parents as a top source of ideas for good books to read (21% vs. 8%). Kids who are low frequency readers are more inclined to rely on their teachers, friends, librarians and television to help them find books to read than on their parents.

While nearly all kids surveyed enjoy reading books for fun, kids report that the number one reason they do not read more is that they cannot find books they like. Parents, on the other hand, say they think kids, especially the older ones, are not reading more because of too much homework.

“With all the media that today’s youth are faced with day in and day out, the truth is kids really do enjoy reading books for fun,” stated Dr. Hal Quinley from Yankelovich. “Parents may be underestimating the difficulty kids have finding books they like. Although kids value their independence, they seek guidance from parents and that includes the suggestion of a great book to read.”

The Scholastic Kids and Family Reading Report™ is available online at www.scholastic.com/readingreport. A recording of the presentation of the survey is available from Wednesday, June 14th at 12:00 p.m. (EST) through Wednesday, June 21st at 11:59 p.m. (EST). Dial in number is 877-519-4471 (pin is 7487656).

The following are additional key findings from the survey:

Kids’ Relationship with Reading:

- Kids perceive reading as enjoyable and important – 92% of kids enjoy reading books for fun and 90% say reading books for fun is important.
- Nearly two-thirds of kids surveyed agree that they have to be a strong reader to get into a good college (64%) and that being a strong reader will help them get a good job when they are older (63%).
- High frequency readers are more likely to describe themselves as smart (84% vs. 64% of low frequency readers), a good student (84% vs. 60%), creative (78% vs. 60%) and well behaved (66% vs. 49%).
- Contrary to popular belief, kids who use technology platforms to read or listen to books, are more inclined to be high frequency readers (34%), than those that do not (25%).

Kids’ Reading Attitudes Change As They Get Older:

- Almost half of the 15-17 year olds surveyed say they are low frequency readers compared to 14% of kids ages 5-8.
- Although nearly all kids consider reading for fun somewhat important, 65% of younger kids ages 5-8 think reading for fun is very important compared to 40% of teens ages 15-17 years old.
- More kids ages 5-8 years old link being a strong reader to getting a good job (67%), compared to kids ages 15-17 years old (58%).

Boys vs. Girls:

- Boys are less likely than girls to have positive attitudes about reading. Three times as many boys think that reading for fun is “not at all” important. Fewer boys than girls say they enjoy reading for fun and engage in the activity on a regular basis.

Summer Reading:

- Most kids and parents acknowledge the link between reading during the summer and academic success during the school year.
- 78% of kids who report reading more books for fun during the summer “agree a lot” that reading during the summer helps them do better in school, compared to 35% of other kids.
- 71% of 9-17 year olds who report reading more during the summer say that their parents encourage them to do so, versus 28% of other 9-17 year olds.

Methodology:

The Kids and Family Reading Report is a national survey of 1000 individuals -- 500 children ages 5 to 17 years old and one parent or primary guardian per child. Interviews took place through mall-intercepts in 25 major cities across the country from January 16th through February 8th, 2006. The survey was designed and analyzed by the staffs at Scholastic and Yankelovich. Quotas for race, gender and child age-group were established to ensure ample base sizes for analysis purposes. The margin of error is ± 4.5 percentage points.

About Yankelovich, Inc.

Yankelovich delivers measurable breakthroughs in marketing productivity for its clients. For over 30 years, the Yankelovich MONITOR has tracked and forecasted consumer value and lifestyle trends. Since, 1987, the company has conducted the Youth MONITOR study focusing on kids aged 6-17 and their parents – research that provides an attitudinal picture of the family dynamic. Custom research at Yankelovich is carried out through TSC, a division of Yankelovich. Analysis linking research findings involving lifestyle choices or buying behavior to database solutions is provided by Insights Integration Solutions.

About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through a variety of channels, including proprietary school-based book clubs, school-based book fairs, and school-based and direct-to-home continuity programs; retail stores, schools, libraries and television networks; and the Company's Internet site, www.scholastic.com.

Contacts:

Yankelovich – Hal Quinley 909-624-0912 hquinley@yankelovich.com

Scholastic – Kyle Good 212-343-4563 kgood@scholastic.com

Sara Sinek 212-343-6899 ssinek@scholastic.com

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