



Scholastic Corporation (SCHL) to Ring the NASDAQ Stock Market Opening Bell

ADVISORY, Oct 30, 2009 (GlobeNewswire via COMTEX News Network) --

What:

Scholastic Corporation (SCHL) will visit the NASDAQ MarketSite in New York City's Times Square and launch the sixth book in the bestselling, multi-media series, The 39 Clues(TM).

In honor of the occasion, Dick Robinson, Chief Executive Officer of Scholastic Corporation (SCHL) and Ellie Berger, President, Scholastic Trade Publishing, will preside over The NASDAQ Stock Market Opening Bell, along with four of publishing's most popular children's authors, Patrick Carman, Gordon Korman, Peter Lerangis, and Jude Watson, each of whom has written at least one book in The 39 Clues series to date.

Where:

NASDAQ MarketSite - 4 Times Square - 43rd & Broadway -
Broadcast Studio

When:

Monday, November 2nd, 2009 at 9:15 - 9:30 a.m. ET

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Feed Information:

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on Galaxy 19 C/15, downlink frequency 4000 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Robert Madden at (646) 441-5045.

Radio Feed:

An audio transmission of the Opening Bell is also available from 9:20 a.m. to 9:35 a.m. on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Ascent fiber 1623 as well.

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at: <http://www.facebook.com/pages/NASDAQ-OMX/108167527653>

For news tweets, please visit our Twitter page at: <http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Opening Bell will be available at: http://www.nasdaq.com/reference/marketsite_about.stm.

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About Scholastic Corporation (SCHL):

Scholastic Corporation (Nasdaq: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology and children's media. 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 and school-based book fairs, retail stores, schools, libraries, television networks and the Company's Internet Site, www.scholastic.com.

About NASDAQ OMX:

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with over 3,700 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. *Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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