

Arthur's Teacher Trouble – Media Brief

Supported Platforms:

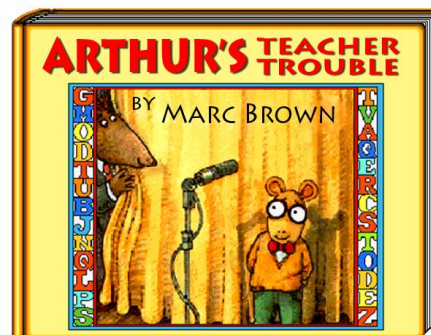
iOS – iPad, iPhone, iPod Touch

Mac OSX – all Mac computers with version 10.6 and above

(Android versions will launch 2Q 2013 and Windows versions will launch 3Q 2013)

Languages:

English and Spanish



iOS Specific Information:

Price:

\$4.99 includes English and Spanish storybook language content

\$2.99 in-app purchase for Premium Upgrade (unlocks the full 40 page Classroom Activities guide)

App Store URL:

<http://itunes.apple.com/us/app/arthurs-teacher-trouble-wanderful/id549865969?ls=1&mt=8>

Mac OSX Specific Information:

Price:

\$9.99 includes English and Spanish language content and the full 40 page *Arthur's Teacher Trouble* Classroom Activities guide in US English

App Store URL:

<http://itunes.apple.com/us/app/arthurs-teacher-trouble/id612116707?mt=12>

Recommended for:

Young readers

App Summary

- A fully interactive storybook for young and emerging readers starring PBS favorite: Arthur
- Based on the award winning title originally published by Living Books
- Available on the App Store



Arthur's Teacher Trouble lets young readers play inside the story and interact with all the characters and words. This is an imaginative and interactive story experience, with fully animated content loved by children, parents and teachers alike.

Story Overview:

Arthur's Teacher Trouble is a heart-warming story by Marc Brown about studying hard and working toward your goals. Arthur learns to cope with his strict new teacher, Mr. Ratburn and compete in a school-wide Spelling Bee. Arthur starts the new school year with the very strict Mr. Ratburn and Arthur is not happy about the amount of homework Mr. Ratburn assigns. It doesn't help that since D. W. hasn't started school yet she doesn't have any homework. Soon after the school principal announces the annual September Spellathon, Mr. Ratburn gives his class spelling test to determine which two students will represent the class. Arthur and Brain get all twenty words right and are entered into the Spellathon. Arthur studies hard, and on the night of the Spellathon, he's is very nervous. How will he do?

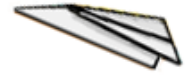
App Highlights:

- Includes both English and Spanish with dynamic switching between the languages
- 24 animated pages
- 40 interactive spelling words, each fully animated to reinforce the word meaning
- Virtually every item on each page comes to life when tapped

- A hidden animated surprise on each page – see if you can find the paper airplane
- Multiple settings to customize the App for your child's reading experience
- Two modes: "READ TO ME" and the fully interactive "LET ME PLAY"
- Move between pages with swipe or with scrolling page navigation
- Parental tips and settings to help you get the most out of this Wonderful interactive storybook
- Teacher resources include a 31 page overview of Wonderful Classroom Activities and a free preview of the *Arthur's Teacher Trouble* Classroom Activities guide for iOS devices and the full 40 page Classroom Activities guide for Mac OSX computers

Hidden Object:

A hidden object on every page further encourages exploration. On every page of this storybook we have hidden a paper airplane that needs to be found through exploration. You can find it on page 1 by tapping on the "LEARN TO FLY" poster on the bulletin board behind Mr. Ratburn, Arthur's teacher. On page 17, tap on the door to find it.



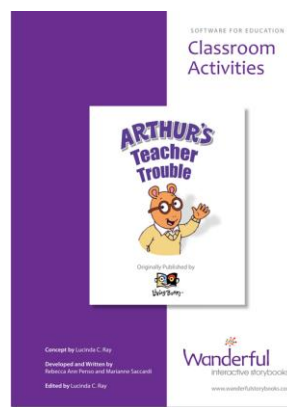
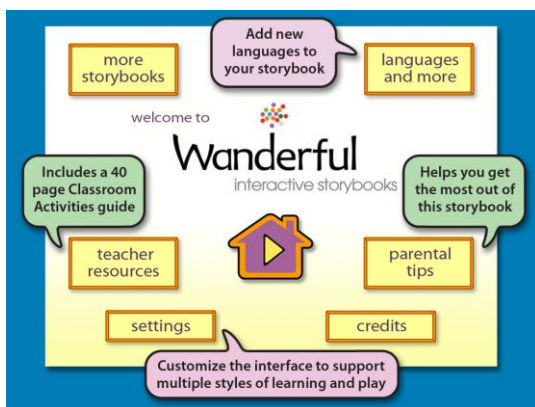
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Author:

Arthur's Teacher Trouble is written by Marc Brown. Over 65 Million Arthur books are in print and the Arthur TV show is the longest running children's animated show in history.

Storybook Images:

Larger images are available at <http://pinterest.com/wonderfulbooks/arthur-s-teacher-trouble/>



Media Contact:

Bill Hensley, VP Marketing
bill@wonderfulstorybooks.com
www.wonderfulstorybooks.com

