

The Tortoise & the Hare – Media Brief

Supported Platforms:

iOS – iPad, iPhone, iPod Touch

Mac OSX – all devices version 10.6 and above.

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

iOS Specific Information:

Languages:

English and Spanish (French available as an in-app purchase)

Price:

\$4.99 includes English and Spanish storybook language content

\$1.99 in-app purchase to unlock the French language storybook

\$2.99 in-app purchase for Premium Upgrade (unlocks the French language and the full 47 page *The Tortoise & the Hare* Classroom Activities guide)

App Store URL:

<http://itunes.apple.com/us/app/tortoise-hare-wonderful-childrens/id537280719?ls=1&mt=8>

Mac OSX Specific Information:

Languages:

English, Spanish, and French storybook language content

Price:

\$9.99 includes English, Spanish, and French storybook language content and the full 47 page *The Tortoise & the Hare* Classroom Activities guide in US English.

Mac App Store URL:

<http://itunes.apple.com/us/app/tortoise-and-the-hare/id600939040?mt=12>

Recommended for:

Young and emerging readers

App Summary

- A fully interactive storybook for young and emerging readers retelling the timeless Aesop's fable
- Based on the award winning title originally published by Living Books
- Available on the App Store



The Tortoise & the Hare lets young and emerging 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:

Wanderful brings every page of this classic Aesop's fable to life. Read and play along as the Tortoise proves that slow and steady wins the race. Join him as he accepts the much faster Hare's challenge to a race – one that doesn't turn out exactly as the Hare had planned.

App Highlights:

- Includes both English and Spanish with dynamic switching between the languages
- \$1.99 in-app purchase unlocks the French language storybook
- Over 500 interactive words in each language

- 12 fully interactive pages of word play
- Virtually every item on each page comes to life when tapped
- A hidden animated surprise on each page – see if you can find Ruppert the dragonfly
- Move between pages with swipe or with scrolling page navigation
- Multiple settings to customize the App for your child's reading experience
- Two modes: "READ TO ME" and the fully interactive "LET ME PLAY"
- 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 interactive storybooks Classroom Activities and a free preview of *The Tortoise & the Hare* Classroom Activities guide for iOS devices and the full 47 page *The Tortoise & the Hare* Classroom Activities guide for Mac OSX computers
- The full 47 page Classroom Activities guide is available with French in the \$2.99 Premium Upgrade

Hidden Object:

A hidden object on every page further encourages exploration. On every page of this storybook we have hidden a little dragonfly called "Ruppert." He is easy to find on the first page as he is sitting just behind the Home button at the bottom of the page. He's harder to find elsewhere, but here are a few hints: On page 2 he's in the tree just above Simon and on page 4 he's dangling at the bottom of the red balloon's string.



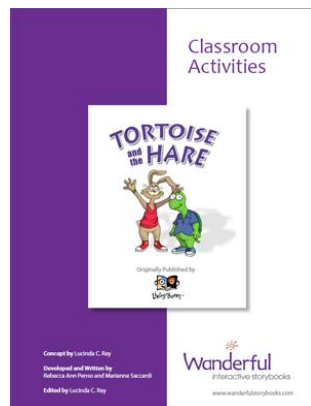
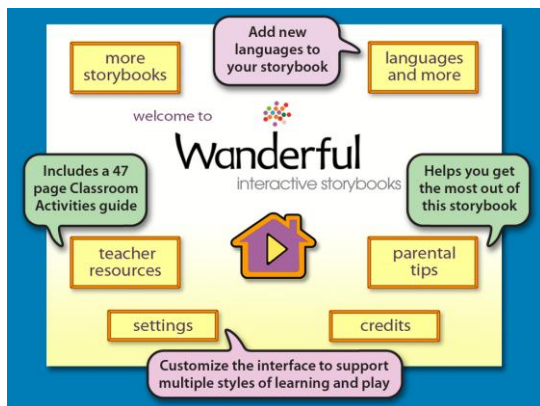
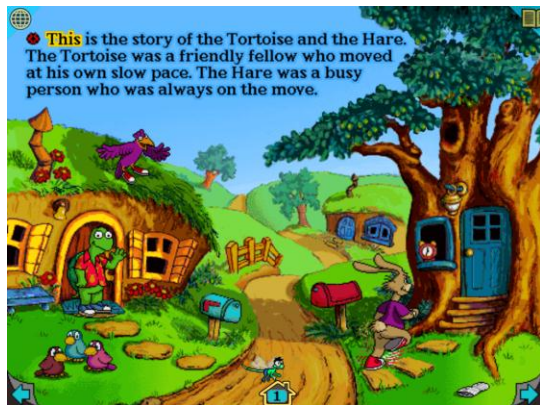
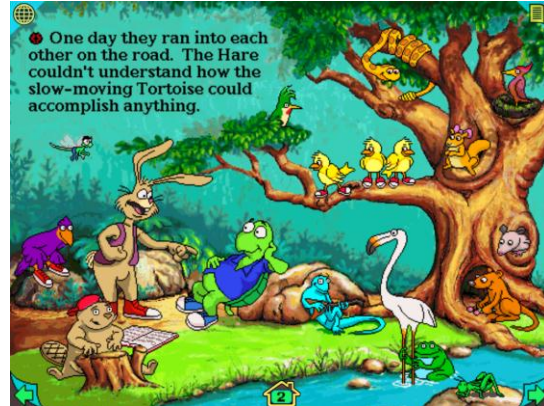
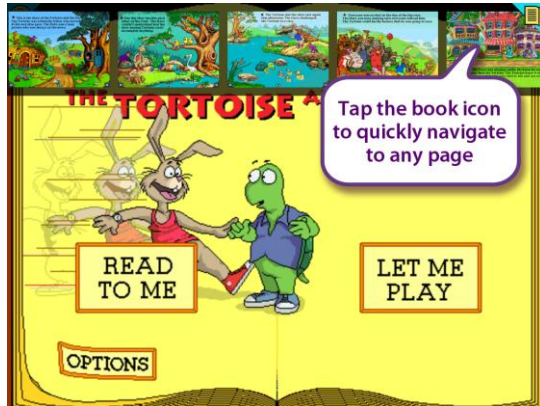
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Author:

The Tortoise and the Hare is credited to Greek storyteller Aesop (620-564 BC). This version is retold by Living Books creator Mark Schlichting. The characters were designed by Michael Dashow and backgrounds were painted by Barbara Lawrence, each an original Living Books team member.

Storybook Images:

Images are available at: <http://pinterest.com/wonderfulbooks/the-tortoise-the-hare/>



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