Docket #1014 Date Filed: 5/7/2013

UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE

In re:	Chapter 11
SCHOOL SPECIALTY, INC., *et al.*,[1]	Case No. 13-10125 (KJC)
Debtors.	Jointly Administered

CERTIFICATION OF PUBLICATION IN THE NEW YORK TIMES REGARDING NOTICE OF (I) APPROVAL OF DISCLOSURE STATEMENT, (II) DEADLINE FOR VOTING ON PLAN, (III) HEARING TO CONSIDER CONFIRMATION OF PLAN, AND (IV) DEADLINE FOR FILING OBJECTIONS TO CONFIRMATION OF PLAN

[1] The Debtors in these cases, along with the last four digits of each Debtor's federal tax identification number and state of incorporation, are: School Specialty, Inc. (Wisc.; 1239), Bird-In-Hand Woodworks, Inc. (N.J.; 8811), Califone International, Inc. (Del.; 3578), Childcraft Education Corp. (N.Y.; 9818), ClassroomDirect.com, LLC (Del.; 2425), Delta Education, LLC (Del.; 8764), Frey Scientific, Inc. (Del.; 3771), Premier Agendas, Inc. (Wash.; 1380), Sax Arts & Crafts, Inc. (Del.; 6436), and Sportime, LLC (Del.; 6939). The address of the Debtors' corporate headquarters is W6316 Design Drive, Greenville, Wisconsin 54942.

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The New York Times
620 8TH AVENUE • NEW YORK, NY 10018

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CERTIFICATION OF PUBLICATION

MAY 0 6 2013 20 ____

I, Cathy Zike, in my capacity as a Principal Clerk of the Publisher of The New York Times a daily newspaper of general circulation printed and published in the City, County and State of New York, hereby certify that the advertisement annexed hereto was published in the editions of The New York Times on the following date or dates, to wit on

_____

MAY 0 3 2013 20 ____

Cathy Zike

Approved:

Maria Pannullo

THIS CERTIFICATION NOT VALID WITHOUT NYT RAISED SEAL

UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE

In re:	Chapter 11
SCHOOL SPECIALTY, INC., *et al.*,[1]	Case No. 13-10125 (KJC)
Debtors.	Jointly Administered

Voting Deadline: May 16, 2013 at 4:00 p.m. (ET)
Confirmation Obj. Deadline: May 16, 2013 at 4:00 p.m. (ET)
Deadline to Object to Approval of Disclosure Statement on a Final Basis: May 16, 2013 at 4:00 p.m. (ET)
Confirmation Hearing Date: May 20, 2013 at 1:30 p.m. (ET)

NOTICE OF (I) APPROVAL OF DISCLOSURE STATEMENT, (II) DEADLINE FOR VOTING ON PLAN, (III) HEARING TO CONSIDER CONFIRMATION OF PLAN, AND (IV) DEADLINE FOR FILING OBJECTIONS TO CONFIRMATION OF PLAN

PLEASE TAKE NOTICE OF THE FOLLOWING:

APPROVAL OF DISCLOSURE STATEMENT

1. By order dated April 24, 2013 (the "Disclosure Statement Order"), the United States Bankruptcy Court for the District of Delaware (the "Court") approved, on a conditional basis, the *Disclosure Statement for Debtors' Amended Joint Plan of Reorganization Under Chapter 11 of the Bankruptcy Code* (as the same may be amended, modified, and/or supplemented, the "Disclosure Statement") as containing adequate information within the meaning of section 1125 of title 11 of the United States Code, 11 U.S.C. §§ 101 et seq. (the "Bankruptcy Code").

CONFIRMATION HEARING

2. On May 20, 2013 at 1:30 p.m. (prevailing Eastern Time), or as soon thereafter as counsel may be heard, a hearing (the "Confirmation Hearing") will be held before the Honorable Kevin J. Carey, United States Bankruptcy Court for the District of Delaware, 824 North Market Street, 5th Floor, Courtroom #5, Wilmington, Delaware 19801 to consider confirmation of the *Debtors' Amended Joint Plan of Reorganization Under Chapter 11 of the Bankruptcy Code* (as the same may be amended, modified, and/or supplemented, the "Plan") and approval of the Disclosure Statement on a final basis. The Confirmation Hearing may be adjourned from time to time without further notice to creditors or other parties in interest other than by an announcement of such an adjournment in open court at the Confirmation Hearing. The Plan may be modified in accordance with the Bankruptcy Code, the Federal Rules of Bankruptcy Procedure, the terms of the Plan, and other applicable law, without further notice, prior to, or as a result of, the Confirmation Hearing.

ENTITLEMENT TO VOTE ON PLAN

3. In accordance with the terms of the Plan and the Bankruptcy Code, holders of Claims[2] that are unimpaired by the Plan are deemed to have accepted the Plan and therefore are not entitled to vote on the Plan. Holders of Claims against the Debtors that are impaired by the Plan and that will receive a distribution on account of such Claims are entitled to vote on the Plan. Holders of Equity Interests that will receive no distribution under the Plan are deemed to have rejected the Plan and therefore are not entitled to vote.

4. April 24, 2013 has been established by the Court as the record date (the "Record Date") for determining the creditors entitled to receive solicitation or notice materials in connection with the Plan.

5. If you wish to have your Claim allowed for purposes of voting on the Plan in a manner that is inconsistent with the Ballot you received and wish to have your Claim temporarily allowed for voting purposes only, you must serve on the Debtors and file with the Court, on or before May 16, 2013 at 4:00 p.m. (prevailing Eastern Time), a motion for an order pursuant to Bankruptcy Rule 3018(a) temporarily allowing such Claim for purposes of voting (the "Claims Estimation Motion"). A Claims Estimation Motion must set forth with particularity the amount and classification of which you believe your Claim should be allowed for voting purposes and the evidence in support of your belief. In respect of any timely-filed Claims Estimation Motion, the Ballot in question shall be counted in the amount established by the Court in an order entered on or before May 20, 2013.

DEADLINE FOR VOTING ON THE PLAN

1. **By the Disclosure Statement Order, the Court established May 16, 2013 at 4:00 p.m. (prevailing Eastern Time) (the "Voting Deadline") as the deadline by which Ballots accepting or rejecting the Plan must be received.** To be counted, your original Ballot must actually be received on or before the Voting Deadline by Kurtzman Carson Consultants LLC (the "Claims Agent"). Ballots may be sent by first class mail or overnight mail to School Specialty Ballot Processing Center, c/o KCC, 2335 Alaska Avenue, El Segundo, CA 90245. If you are a holder of a claim in Classes 5, 6 or 8, you may submit your signed, completed Ballot via electronic mail on or before the Voting Deadline to the Claims Agent at SSIBallots@kccllc.com. If you are an individual holder of the 3.75% Convertible Subordinated Notes due 2026 (a "Class 7 Claimant"), you must mail your original, signed Ballot to the Nominee that provided the Ballot to you on or before the Voting Deadline. Except with respect to Ballots submitted by Claimants in Classes 5, 6 and 8, which may be transmitted by electronic mail, any Ballots transmitted by facsimile or other electronic means shall not be counted.

DEADLINE FOR OBJECTIONS TO CONFIRMATION OF THE PLAN AND/OR APPROVAL OF THE DISCLOSURE STATEMENT ON A FINAL BASIS

2. Any objection, comment, or response to confirmation of the Plan or approval of the Disclosure Statement on a final basis (including any supporting memoranda) must be filed with the Clerk of the Court, 824 North Market Street, 3rd Floor, Wilmington, Delaware 19801, together with proof of service, **on or before May 16, 2013 at 4:00 p.m. (prevailing Eastern Time) (the "Confirmation Objection Deadline")** and must (a) be in writing, (b) state the name and address of the objecting party, (c) state the amount and nature of the Claim or Equity Interest of such party, (d) state with particularity the basis and nature of any objection to the Plan or approval of the Disclosure Statement on a final basis, and (e) be served on so as to be received by the following parties on or before the Confirmation Objection Deadline: (i) the Debtors, School Specialty, Inc., Attn: Michael P. Lavelle, Chief Executive Officer (mike.lavelle@schoolspecialty.com), W6316 Design Drive, Greenville, WI 54942; (ii) co-counsel for the Debtors, (a) Paul, Weiss, Rifkind, Wharton & Garrison LLP, Attn: Jeffrey D. Saferstein & Lauren Shumejda (jsaferstein@paulweiss.com, lshumejda@paulweiss.com), 1285 Avenue of the Americas, New York, NY 10019 and (b) Young, Conaway, Stargatt & Taylor, LLP, Attn: Pauline K. Morgan & Maris J. Kandestin (pmorgan@ycst.com, mkandestin@ycst.com), Rodney Square, 1000 North King Street, Wilmington, DE 19801; (iii) counsel for the ABL Lenders, (a) Goldberg Kohn, Attn: Randall Klein & Jeremy Downs (randall.klein@goldbergkohn.com, jeremy.downs@goldbergkohn.com), 55 East Monroe Street, Suite 3300, Chicago, IL 60603, and (b) Richards, Layton and Finger, P.A., Attn: Paul Heath (heath@RLF.com), One Rodney Square, 920 North King Street, Wilmington, DE 19801; (iv) counsel for the Ad Hoc DIP Lenders, (a) Stroock & Stroock & Lavan LLP, Attn: Kristopher M. Hansen & Jonathan D. Canfield (khansen@stroock.com, jcanfield@stroock.com), 180 Maiden Lane, New York, NY 10038, and (b) Duane Morris LLP, Attn: Christopher M. Winter (cmwinter@duanemorris.com), 222 Delaware Avenue, Suite 1600, Wilmington, DE 19801; (v) counsel for the Creditors' Committee, (a) Brown Rudnick LLP, Attn: Robert J. Stark (rstark@brownrudnick.com), 7 Times Square, New York, NY 10036, (b) Brown Rudnick LLP, Attn: Steven D. Pohl (SPohl@brownrudnick.com), One Financial Center, Boston, MA 02111, and (c) Venable LLP, Attn: Jamie L. Edmonson (jledmonson@Venable.com), 1201 North Market Street, Suite 1400, Wilmington, DE 19801; and (vi) the U.S. Trustee, Attn: Juliet M. Sarkessian (Juliet.M.Sarkessian@usdoj.gov), 844 King Street, Suite 2207, Lockbox 35, Wilmington, DE 19801. **DISCLOSURE STATEMENT AND CONFIRMATION OBJECTIONS NOT TIMELY FILED AND SERVED IN THE MANNER SET FORTH HEREIN MAY NOT BE CONSIDERED BY THE BANKRUPTCY COURT AND MAY BE OVERRULED WITHOUT FURTHER NOTICE.**

COPIES OF PLAN, DISCLOSURE STATEMENT, DISCLOSURE STATEMENT ORDER & PLAN SUPPLEMENT

Copies of the Plan, Disclosure Statement, and Disclosure Statement Order may be obtained by parties in interest free of charge on Kurtzman Carson Consultants LLC's dedicated webpage related to these cases http://www.kccllc.net/SchoolSpecialty. Copies of the Plan and the Disclosure Statement are also available for inspection during regular business hours at the Office of the Clerk of the Court, 3rd Floor, 824 N. Market Street, 3rd Floor, Wilmington, Delaware 19801. In addition, copies of the Plan and the Disclosure Statement may be obtained from counsel to the Debtors by request to Troy Bollman (tbollman@ycst.com), or viewed on the Internet, for a fee, at the Court's website (http://www.deb.uscourts.gov) by following the directions for accessing the ECF system on such website. The Debtors will file the Plan Supplement on or before May 9, 2013, at which time the Plan Supplement may be obtained through the means described in this paragraph.

If you have any questions related to this notice, please call (877) 709-4758

Dated: April 24, 2013, Wilmington, Delaware

YOUNG CONAWAY STARGATT & TAYLOR, LLP, Pauline K. Morgan (No. 3650), Maris J. Kandestin (No. 5294), Morgan L. Seward (No. 5388), Rodney Square, 1000 North King Street, Wilmington, Delaware 19801, Telephone: (302) 571-6600, Facsimile: (302) 571-1253 *-and-* PAUL, WEISS, RIFKIND, WHARTON & GARRISON LLP, Alan W. Kornberg, Jeffrey D. Saferstein, Lauren Shumejda, Ann K. Young, 1285 Avenue of the Americas, New York, New York 10019, Telephone: (212) 373-3000, Facsimile: (212) 757-3990, *Counsel to the Debtors and Debtors-in-Possession*

[1] The Debtors in these cases, along with the last four digits of each Debtor's federal tax identification number and state of incorporation, are: School Specialty, Inc. (Wisc.; 1239), Bird-In-Hand Woodworks, Inc. (N.J.; 8811), Califone International, Inc. (Del.; 3578), Childcraft Education Corp. (N.Y.; 9818), ClassroomDirect.com, LLC (Del.; 2425), Delta Education, LLC (Del.; 8764), Frey Scientific, Inc. (Del.; 3771), Premier Agendas, Inc. (Wash.; 1380), Sax Arts & Crafts, Inc. (Del.; 6436), and Sportime, LLC (Del.; 6939). The address of the Debtors' corporate headquarters is W6316 Design Drive, Greenville, Wisconsin 54942.

[2] All capitalized terms used in this Notice but not otherwise defined herein shall have the meanings given to such terms in the Disclosure Statement Order or Plan, as applicable.

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