



THE SIGHTS & SOUNDS
OF EDUCATION

News Release
For Immediate Release

For more information contact:

Tim Ridgway
Califone, Inc.
800-722-0500 ext. 428
timr@califone.com

Nate Towne
C. Blohm & Associates, Inc.
608-839-9800
nate@cblohm.com

***Califone*[®] Acquires Headphones & Headsets from Telex**

Purchases four legacy brand names used in classrooms and libraries

SAN FERNANDO, Calif. (APR. 04, 2011) – Califone, a subsidiary of School Specialty (NASDAQ: SCHS), announced today that it has reached an agreement to acquire the *Discovery*[™], *Odyssey*[™], *Explorer*[™], *610*[™] brand names of headphones, headsets and their replaceable cords from Telex[®].

The purchase, effective immediately, transitions the manufacturing, marketing and distribution of the product lines to fall under full Califone ownership and management. Long considered by school resellers and educators alike to be premium lines in classroom and libraries due to their exceptional quality and durability, they will be available in June as complements to the existing Califone line of headphones and headsets. Financial details of the transaction were not released.

To order, contact a *Califone* dealer. For more information on the full line of *Califone* products, call 1-800-722-0500, or visit www.califone.com to view and download the *Califone* catalog.

About Califone

Califone was founded in 1947 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments, and has expanded to serve business and industry, houses of worship, parks and recreation, and other presentation markets as well.

About School Specialty, Inc.

School Specialty is a leading education company that provides innovative and proprietary products, programs and services to help educators engage and inspire students of all ages and abilities to learn. The company designs, develops, and provides preK-12 educators with the latest and very best curriculum, supplemental learning resources, and school supplies. Working in collaboration with educators, School Specialty reaches beyond the scope of textbooks to help teachers, guidance counselors and school administrators ensure that every student reaches his or her full potential. For more information about School Specialty, visit www.schoolspecialty.com.