



## Nickelodeon and Kevin Hart Enter into Exclusive First-Look Deal to Develop and Produce Content for Kids

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BURBANK, Calif.--(BUSINESS WIRE)--Oct. 11, 2018-- Nickelodeon has entered into an exclusive first-look deal with comedian, actor and television personality Kevin Hart (*Night School*, *Jumanji*, *The Secret Life of Pets*) and his production entity, HartBeat Productions. Hugely popular among Nickelodeon's audience, Hart will develop and produce live-action, scripted kids' content for the network through HartBeat.

Kevin Hart noted, "For me, Nick has always represented everything fun about being a kid, and it's still at the forefront today of kids' and family entertainment. I've been slimed at *Kids' Choice*, won a lot of Orange Blimps and my kids are my very own built-in focus group, so I'm ready to dive in and make some next-level shows with Brian and everyone at Nickelodeon."

Added Brian Robbins, Nickelodeon's newly named President: "I'm excited to inherit this terrific content deal with Kevin Hart just as I step into my new role at Nickelodeon. Kevin is an incredible talent whose appeal cuts across practically every age group and every member of the family. He knows how to create unforgettable characters, and I can't wait for him and HartBeat Productions to focus their creativity on making great new content with us."

Hart is no stranger to Nickelodeon and its audience, having garnered numerous *Kids' Choice Awards* nominations and Orange Blimp wins. In 2014, Hart won for "Favorite Funny Star." In 2017, he took home two awards in the categories of "Favorite Villain" and "Most Wanted Pet" (*Snowball*, *The Secret Life of Pets*), and one for "BFFs" (*Central Intelligence*).

### About HartBeat Productions

Founded by Kevin Hart, HartBeat Productions is a multi-platform production company creating unique content for worldwide audiences. With a focus in Feature Films, Television and Digital Content, HartBeat aims to provide content from culturally diverse storytellers that resonate on a global scale. HartBeat currently has a First-Look deal with Universal Studios to produce Feature Films. Their first production together, *Night School*, had the highest grossing opening weekend for a comedy in 2018. Other projects include "The Next Level" and "Hart of the City" on Comedy Central, and "Cold as Balls" and "What the Fit" on LOL Network. HartBeat currently has numerous Film, and Television projects in various stages of development.

### About Nickelodeon

Nickelodeon, now in its 39<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated kids' basic cable network for 22 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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#### Nickelodeon:

Ariana Urbont

[ariana.urbont@nick.com](mailto:ariana.urbont@nick.com)

or

#### For Kevin Hart:

Haley Hileman

[haley@viewpointla.com](mailto:haley@viewpointla.com)