

The X Factor Singing Sensation Rachel Crow Signed by Nickelodeon for Television Deal and Sony Music for Recording Deal With Columbia Records/Syco

Talent Deal Includes New Comedy Music Pilot for Fourteen-Year-Old Singer and Recurring Role in the New Nick Series FRED: THE SHOW

SANTA MONICA, Calif., Feb. 22, 2012 /PRNewswire/ -- Nickelodeon has signed fourteen-year-old singing sensation Rachel Crow to an overall talent deal, it was announced today by Paula Kaplan, Executive Vice President, Talent Strategy and West Coast Operations. As part of the new pact, Nickelodeon is developing a comedy series for Crow, who is best known for her buzz-worthy performances on Fox's singing competition series *The X Factor*.

In addition, Crow has been signed by Columbia Records/Syco, label home to some of the world's leading recording artists.

"It's such an honor to be signed to Columbia Records," said Crow. "To think that I am signed to the same label as my idols is a dream come true. I can't wait to get in the studio and start making music." Added Crow, "And I am so excited to now be a part of the Nickelodeon family. I grew up watching Nick, and I'm a huge fan."

Simon Cowell, *The X Factor* judge and Rachel Crow's mentor during the show said, "I am incredibly happy for Rachel. This girl has it. We saw her potential at the first audition and Nickelodeon and Columbia are the right homes for her."

"Rachel is an original," said Kaplan. "She's funny, genuine and has raw talent and a passion for performing. We're delighted to be home to her first acting project and think she is poised to join the ranks of our next generation of Nick stars."

In addition to plans for her to star in a new pilot for the network, Crow is slated to appear in a recurring role in Nickelodeon's new comedy series *FRED: THE SHOW* appearing opposite Lucas Cruikshank. Crow will play Starr, an imaginative, confident but awkward teenager. Like Fred, Starr's self-perception doesn't match up with how the world sees her. To her classmates, she seems a bit eccentric, but in her own mind, Starr is a wildly talented actress and singer and ready to break out of her boring town. *FRED: THE SHOW* airs on Friday nights.

From Colorado, Rachel Crow was fostered as a young baby by Barbara and Kelly Crow. Crow sang her first song (Faith Hill's "Breathe") at 18 months old and first performed in public at age six as part of her school's talent show. Her parents brought her to Los Angeles in 2010 to support her dream of being a performer and she auditioned at age 13 for *The X Factor* in early 2011. After being chosen as a contestant out of over 100,000 people who auditioned for season 1 of *The X Factor* (USA), she wowed audiences with her powerful voice and bubbly personality and placed fifth in the competition for the season. A fan favorite and darling among the judges, L.A. Reid deemed her a "funky, feisty singer with soul" with Simon Cowell declaring that audiences would be "hearing a lot more about her."

Rachel is managed by Jared Paul and Joshua Russak for Azoff, Geary, Paul, Smith Management.

NICKELODEON

Nickelodeon, now in its 32nd 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, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 17 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).

COLUMBIA RECORDS

One of the most respected and successful record labels in the world, Columbia Records is home to established superstars and exciting new talent. Columbia Records is a wholly-owned subsidiary of Sony Music Entertainment.

Sony Music Entertainment is a global recorded music company with a roster of current artists that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.

SYCO & THE X FACTOR

Syco Entertainment is a joint venture between Simon Cowell and Sony Music. Syco's television assets include the global franchises *The X Factor* and *Got Talent*. *THE X FACTOR* was created by Syco Television and is produced by Syco Television and FremantleMedia. Local versions of *The X Factor* are produced in more than 40 territories and the US version of *The X Factor* airs in over 162 countries. Artists discovered by *The X Factor* format have sold more than 100 million records worldwide, including 110 number ones, 270 top 10, and 501 top 50 releases.

Syco Music is the record label home for such diverse international recording artists as Labrinth, One Direction, Leona Lewis, Susan Boyle and Il Divo. Syco Music works in partnership with other Sony Music labels to launch the careers of many artists discovered through The X Factor series, including in the UK; JLS, Olly Murs, Diana Vickers, Alexandra Burke, Matt Cardle, Rebecca Ferguson, One Direction and Cher Lloyd.

THE X FACTOR (USA) Season 2 audition information:

www.TheXFactorUSA.com

Online Auditions at www.TheXFactorUSA.com: Open March 1;

Open Call Auditions Starting March 14 in Kansas City, MO. More dates and information on open calls and MyStudio HD Recording Studios available on website.

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