

## Nickelodeon Hits 'Hole in One' Partnership with Loudmouth Golf for Stylish SpongeBob SquarePants Golf Apparel for Men and Women

NEW YORK--(BUSINESS WIRE)-- Nickelodeon and Loudmouth Golf today announced their first-time collaboration on a brand-new collection of golf attire inspired by the hit animated series *SpongeBob SquarePants*. Featuring bright, bold colors, Loudmouth Golf's SpongeBob SquarePants design has brilliantly captured the fun and upbeat energy of the iconic character in this new collection. From men's shorts and pants, to women's mini-shorts, capris and skorts, this eye-catching pattern comes in a variety of styles that are sure to delight SpongeBob fans everywhere.



"SpongeBob has always had the unique ability to consistently break the mold and venture into new domains, and golf attire is no exception," said Julie McKenzie, Senior Vice President, Soft Goods and Packaged Goods, Nickelodeon Consumer Products. "We are delighted to partner with Loudmouth Golf to further extend our brand while bringing SpongeBob fans trendy pieces that are guaranteed to get them noticed on and off the golf course."

"I love SpongeBob because he is happy all the time," says Loudmouth Founder & Designer, Woody!. "Like our pants, it's hard for him not to bring a smile to your face. Furthermore, part of his name is pants - and well, that is what we are all about!"

Loudmouth Golf SpongeBob SquarePants (Photo: Business Wire)

early on that this collection had legs," says Loudmouth Golf CEO, Larry Jackson. "Fans of all ages will have fun playing in our SpongeBob SquarePants pants on and off the course. Be sure to keep an eye out for them on the PGA and LPGA tours."

The *SpongeBob SquarePants* Loudmouth Golf collection is currently available for purchase at [www.LoudmouthGolf.com](http://www.LoudmouthGolf.com), as well as from retail stores nationwide. Styles for men include pants and shorts, while silhouettes for women are offered in mini-shorts, shorts, skorts, and capris. Additionally, fans can stylize themselves with a made-to-order sport coat. Collection prices range from \$85 to \$395.

Since its launch in July 1999, *SpongeBob SquarePants* has become one of the most beloved animated characters in TV history, and a global pop culture phenomenon. In its 15th year, the series continues to rank as the number-one animated series with kids 2-11 on all of television, as well as one of the most 'liked' animated series on Facebook, with more than 81 million fans. Over the past several years, *SpongeBob* has averaged more than 100 million total viewers every quarter across all Nickelodeon networks. *SpongeBob SquarePants* is executive produced by creator Stephen Hillenburg, who previously worked as a writer, director and creative director on Nickelodeon's animated series *Rocko's Modern Life*. Paul Tibbitt served as a director and writer on *SpongeBob SquarePants* for its first three seasons and is currently executive producer.

### About Loudmouth Golf

Founded 2000, Loudmouth is recognized as a leading brand in stylish apparel for men and women. The Loudmouth line features bright colors in striking patterns in a wide selection of pants, shorts, shirts, skorts, sport coats, and accessories - all designed by the founder, Woody. Whether you are playing golf, relaxing on vacation, or enjoying a night on the town, Loudmouth apparel is perfect for all your occasions. Celebrities with style across the sports and entertainment worlds wear Loudmouth. This includes two-time major winning golfer, John Daly and other PGA and LPGA professionals; The Vancouver Winter Olympic Silver Medalists, and many more.

### About Nickelodeon

"Nickelodeon, now in its 34th 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 19 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, VIA.B).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140514006474/en/>

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