

# Nickelodeon Enters Licensing Agreement for New Nick-Branded Attraction at Pleasure Beach Theme Park in Blackpool, England

## "Nickelodeon Land" to Open in 2011

NEW YORK and BLACKPOOL, England, July 27, 2010 /PRNewswire via COMTEX/ --

Nickelodeon, the number-one entertainment brand for kids, and Pleasure Beach Amusement Park, one of Britain's top tourist attractions, today announced a licensing partnership to develop the first Nickelodeon-branded attraction in the U.K. Nickelodeon's popular shows and characters will come to life with more than 14 attractions covering an area of 6 acres at Pleasure Beach. Construction on "Nickelodeon Land" will begin this fall and the grand opening is scheduled for the spring of 2011.

"Pleasure Beach is a first-class amusement park and popular destination for families in the U.K.," said Gerald Raines, Senior Director, Nickelodeon Theme Parks and Attractions. "This is an ideal location for Nickelodeon and a great opportunity to expand our global presence. We look forward to offering the Pleasure Beach patrons experiences that are unique to Nickelodeon and based on fan favorites like *SpongeBob SquarePants* and *Dora the Explorer*."

Amanda Thompson, Managing Director of Pleasure Beach, Blackpool, comments, "We are delighted to welcome Nickelodeon to Pleasure Beach. Both of our brands represent fantastic family fun and Nickelodeon Land will combine Pleasure Beach's reputation for amazing rides and attractions with Nickelodeon's favorite fun characters to produce a wonderful attraction, which will wow visitors to the park."

Under the terms of the agreement, Nickelodeon will bring its characters, interactive shows, and signature green slime to Pleasure Beach. "Nickelodeon Land" also will feature new rides, attractions, retail shops, games and food service establishments themed with Nickelodeon's hit properties, including: *SpongeBob SquarePants*, *Dora the Explorer*, *Fairly Odd Parents* and *Avatar: The Last Airbender*.

"Nickelodeon Land" at Pleasure Beach will be one of several Nick-branded attractions and parks around the world. In addition to "Nickelodeon Universe" in Minneapolis' Mall of America, "Nick Central" at Dreamworld Australia and "Nickland" at Movie Park Germany, there are Nickelodeon attractions at the Universal Studios in Orlando, Fla. and Hollywood, Calif.

### **About Pleasure Beach**

Pleasure Beach, Blackpool is a family owned amusement park set in 42 acres, which started with just one ride in 1896. The park celebrated its centenary in 1996. Pleasure Beach now boasts over 125 breathtaking rides and attractions.

For the ultimate in thrills why not experience the UK's tallest rollercoaster - the Pepsi Max Big One. Hold your breath as you board Infusion, the exhilarating, five looping coaster which is the first in the world to be suspended completely over water. Brave Valhalla - the world's most spectacular dark ride, which features amazing thrills, spills and special effects.

If you prefer things a little more sedate why not take a trip on our very own steam locomotive, the Pleasure Beach Express, take a leisurely cruise on the River Caves or enjoy our Spectacular Dancing Water Show.

### **About Nickelodeon**

Nickelodeon, now in its 31st 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 16 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. (NYSE: VIA, VIA.B).

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