

Nickelodeon Culminates SpongeBob's 10th Anniversary Celebration with Star-Studded Prime Time TV Event SpongeBob SquarePants 'Truth or Square' Premiering Friday, Nov. 6 at 8:00 p.m.

Rosario Dawson, Craig Ferguson, Will Ferrell, Tina Fey, Ricky Gervais, LeBron James, P!nk, Triumph the Insult Comic Dog, Robin Williams Appear in Hour-Long Special Featuring Never-Before-Seen SpongeBob Flashbacks, Plus Cee-Lo Green Performs All-New Opening Theme Song

BURBANK, Calif., Oct 13, 2009 -- Nickelodeon culminates the 10th anniversary celebration of pop-icon and top-rated kids' series *SpongeBob SquarePants* with the premiere of "Truth or Square" a star-studded one-hour prime time television event airing on Friday, Nov. 6 at 8 p.m. (ET/PT). Celebrity guest stars Rosario Dawson, Craig Ferguson, Will Ferrell, Tina Fey, LeBron James, P!nk, Triumph the Insult Comic Dog and Robin Williams appear as themselves in live-action sequences throughout the special, which follows *SpongeBob* and the Bikini Bottom gang as they reminisce through a series of original, never-before-seen flashbacks. Ricky Gervais narrates the special and Cee-Lo Green (Gnarles Barkley) performs a cover of the *SpongeBob* theme song to an all-new stop-motion opening title sequence.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20091013/NY91614>)

"Over the past decade, *SpongeBob* has become one of the most beloved characters in television history," said Brown Johnson, President, Animation, Nickelodeon and MTVN Kids and Family Group. "And we're excited to cap off the year's celebration with this star-studded special anniversary event."

"Truth or Square" finds *SpongeBob*, Patrick, Squidward and Mr. Krabs accidentally locked inside the Krusty Krab's giant freezer on the day of the restaurant's big "eleventy seventh" anniversary celebration. As they crawl through the complex ventilation system trying to escape, the friends look back on shared memories through never-before-seen flashback moments. Highlights include *SpongeBob*'s first visit to the Krusty Krab as a baby, a vintage Krusty Krab TV commercial, how *SpongeBob* found his beloved pineapple house and the time that *SpongeBob* and Sandy got married!

The special is hosted by Patchy the Pirate, President of the *SpongeBob* Fan Club (Encino Chapter), who sets off for Burbank, Calif. hoping to finally meet his long-time idol, *SpongeBob*, and ask him to be the guest of honor on his television special. While trying to track down *SpongeBob*, Patchy also pursues *SpongeBob*'s celebrity fans and tries to persuade them to also appear on the big show.

To celebrate this on-air event, a dedicated *SpongeBob* category will be available on Nickelodeon VOD during the months of October and November that will include a two-minute sneak-peek of "Truth or Square" in October. The event will be fully simulcasted on Nickelodeon Mobile.

Over the last 10 years, the porous brainchild of creator Steve Hillenburg has grown from a single Saturday morning kids' show to a certified pop culture maverick. Since its launch in July 1999, *SpongeBob SquarePants* has emerged as a pop culture phenomenon drawing more than 100,000,000 total viewers every quarter across all Nickelodeon Networks, and has been the number-one animated program with Kids 2-11 for more than eight consecutive years on Nickelodeon. The show is seen in 171 markets in 26 languages and is the most widely distributed property in MTV Networks' history.

SpongeBob SquarePants features Tom Kenny as *SpongeBob*, Bill Fagerbakke as Patrick, Rodger Bumpass as Squidward, Clancy Brown as Mr. Krabs, Carolyn Lawrence as Sandy Cheeks and Mr. Lawrence as Plankton.

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*. Hillenburg graduated from the California Institute of the Arts with a master's degree in experimental animation and studied marine biology and art as an undergraduate.

Paul Tibbitt served as a director and writer on *SpongeBob SquarePants* for its first three seasons and is currently executive producer. He wrote some of the show's most memorable episodes, such as "Ripped Pants" and "Mermaidman & Barnacleboy." Tibbitt was one of the co-writers and storyboard artists on *The SpongeBob SquarePants Movie*.

SpongeBob SquarePants is a Nicktoons Production and is produced at the Nickelodeon Animation Studios in Burbank, Calif.

Nickelodeon, now in its 30th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 15 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles,

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