

Nickelodeon Consumer Products Unveils Complete Merchandising Lineup for Teenage Mutant Ninja Turtles Summer Movie Blockbuster

Almost 30 New Licensees Will Launch Products Across Toys, Books, Home Décor, Apparel, Jewelry and Accessory Categories

LAS VEGAS--(BUSINESS WIRE)-- Nickelodeon today announced the full merchandising roster for the highly anticipated Paramount Pictures theatrical movie, *Teenage Mutant Ninja Turtles*, directed by Jonathan Liebesman, written by Josh Appelbaum and André Nemec and Evan Daugherty and produced by Michael Bay, arriving in theaters August 8. A full lineup of products inspired by the film will be available this summer through the holiday season, bringing to life the film's thrilling action and adventure.

"*Teenage Mutant Ninja Turtles* is hotter than ever, and Paramount Pictures' upcoming film is poised to be a smash hit," said Pam Kaufman, Chief Marketing Officer and President of Consumer Products, Nickelodeon. "Our licensees and retail partners have done an incredible job of adapting the movie into experiences and products that encompass the action and adventure of the franchise, enabling *Turtles* super-fans to live out their most memorable movie moments."

"Our film marketing campaign will benefit from the strong market position of the Nickelodeon consumer products program for the property worldwide," commented LeeAnne Stables, President of Consumer Products and head of global partnerships for Paramount. "The Nickelodeon team has delivered an impressive effort to build awareness across retail for this exciting movie ahead of release this August."

Target will be the official destination for exclusive *Teenage Mutant Ninja Turtles* movie toys beginning July 13 in-store and July 20 on Target.com. *Teenage Mutant Ninja Turtles* movie-related products will be available in all major retailers from mass to specialty from Walmart and Toys"R"Us, to Amazon.com and Hot Topic, to name a few.

Joining previously announced master global toy licensee Playmates Toys and global construction partner, LEGO, consumers can expect to see more than 100 new products roll out in all categories including publishing, home décor, apparel, jewelry and accessories. Confirmed partners include Activision Publishing, Inc., Insight Editions, Paramount Home Entertainment, Rubie's Costume Co., Zack Designs and more.

The complete lineup of partners on board for *Teenage Mutant Ninja Turtles* movie includes:

- Toys and Video Games from Playmates Toys, LEGO and Activision Publishing, Inc.
- Apparel, Accessories and Costumes from ACI; Accutime; Bentex; Berkshire; Bioworld; Crocs; FGX International; Freeze; Handcraft; Hanover; H.E.R. Accessories; High Point; Isaac Morris; LF USA; MZ Berger; Nouveau; Pan Oceanic; PS Brands; Richard Leeds and Rubie's Costume Co.
- Home Décor from Accessory Innovations; Global Designs Concepts; Loungefly; Thermos and Zak Designs.
- Publishing and Home Entertainment from Insight Editions and Paramount Home Entertainment.

About *Teenage Mutant Ninja Turtles* Movie

In this modern-day iteration of the popular franchise that has captivated audiences of all ages for decades, the Turtles must work with fearless reporter April O'Neil (Megan Fox) and her wise-cracking cameraman Vern Fenwick (Will Arnett) to save New York City and unravel Shredder's diabolical plan. Based on the Teenage Mutant Ninja Turtles characters created by Peter Laird and Kevin Eastman, written by Josh Appelbaum & André Nemec and Evan Daugherty, *Teenage Mutant Ninja Turtles* is produced by Michael Bay (director and executive producer of the blockbuster *Transformers* franchise), Andrew Form, Brad Fuller, Galen Walker, Scott Mednick and Ian Bryce, and directed by Jonathan Liebesman (*Wrath of the Titans*).

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About Nickelodeon

Nickelodeon, now in its 35th 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 almost 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).

Media:

Nickelodeon

Tori Fernandes

Tori.Fernandes@nick.com

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