

Nickelodeon Launches Monkey Quest, New Immersive Virtual World and Massively Multiplayer Online Game for Kids

High-Energy Adventure Game Features Cooperative and Console-Quality Play

NEW YORK, April 5, 2011 /PRNewswire via COMTEX/ --

[Nickelodeon](#), the number-one entertainment brand for kids, today announced the launch of [Monkey Quest](#), an adventure-packed, virtual world and massively multiplayer online game (MMOG) featuring console-quality game play. Designed for kids and families, [Monkey Quest](#) allows players to customize their own monkey avatar and set off on exciting adventures to explore mysterious lands, battle monsters, and discover the secrets of the lost Monkey King - all simply controlled by using a computer keyboard.

(Logo: <http://photos.prnewswire.com/prnh/20110405/NY77710LOGO-a>)

(Photo: <http://photos.prnewswire.com/prnh/20110405/NY77710-b>)

"We have spent more than two years developing Monkey Quest, asking kids for their input every step of the way," said Steve Youngwood, EVP and General Manager, Nickelodeon Kids and Family Group. "The result is an immersive and detailed online game with the look and feel of a state of the art console game, but with the accessibility of an internet browser that is fun to play."

[Monkey Quest](#) is an ever-evolving world that puts kids in charge and empowers them to chart their own adventures. Based on an original property, the online game is set in the World of Ook, a mysterious realm where monkeys rule and five tribes must band together against one dark force that threatens them all. Players can team up in groups up to four, to work together to defeat monsters and solve puzzles. As players advance, their monkey avatars grow more powerful, unlocking each new tribe by completing quests and impressing the powerful tribal Monkey leaders. If players are successful, they level up in the tribe and earn weapons and abilities. In true Nickelodeon fashion, Monkey Quest also offers relatable kid humor that will add to players' entertainment experience.

Nickelodeon will support [Monkey Quest](#) with a comprehensive marketing campaign that utilizes a broad media mix, including on-air advertising across Nickelodeon channels and sites, like Nickelodeon, [TeenNick](#), [Nicktoons](#), [Nick.com](#), [AddictingGames.com](#), and [TeenNick.com](#). The Monkey Quest campaign will also include promotions; off-channel sampling; and a movie-style trailer.

Rated E for everyone, Monkey Quest is free to play and offers a hybrid payment option for players who want an enhanced gaming experience, including additional access to trails, quests, abilities and other exclusive items. The hybrid payment model provides maximum flexibility for parents who can choose a subscription plan or a "pay as you go" option through NickCash, Nickelodeon's virtual currency. Subscriptions are available at \$9.95 a month; \$24.95 for 3 months and \$79.95 for 1 year.

Monkey Quest was created in partnership with Behaviour Interactive, a developer known for its experience and expertise in making interactive games for kids and families, and their ability to execute on a wide array of platforms. Nickelodeon also partnered with Unity Technologies whose award-winning 3D game engine enabled the browser based game development.

Monkey Quest joins Nickelodeon's portfolio of successful virtual worlds including, [Neopets](#) and [Petpet Park](#). Together, [Petpet Park](#) and [Neopets](#) attract more than 3 million monthly uniques in the U.S. In its eleventh year, Neopets continues to be one of the stickiest youth entertainment sites with more than 2 hours of time spent per visitor each month.

About 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 16 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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