

Nickelodeon and Lima Sky Join Forces to Launch Global, SpongeBob SquarePants-Themed Doodle Jump App!

NEW YORK--(BUSINESS WIRE)-- Nickelodeon and Lima Sky launched *Doodle Jump SpongeBob SquarePants*- a brand-new global mobile app inspired by the award-winning Doodle Jump app. In this 2D level-based jumper game, players take the role of SpongeBob, jumping up and through Bikini Bottom locales while trying to avoid infamous villains, including Man Ray and Dirty Bubble, swirling whirlpools, diabolical jellyfish, and more; with the ultimate goal of restoring order to the sea. Available now on iOS with Android coming soon, *Doodle Jump SpongeBob* marks Lima Sky's first co-brand with an animated series for their iconic Doodle Jump game.

In *Doodle Jump SpongeBob*, the diabolical Plankton and his jailhouse crew have stolen the Krabby Patty secret formula. Players must traverse through 40 themed levels, unlocking new worlds and brand-new features as they advance in the game, encountering Bikini Bottom pals, Patrick, Sandy Cheeks, Mr. Krabs and Squidward. Throughout the game, users earn coins during play and by completing daily and weekly challenges, like Frogfish Beware, when players must defeat 10 frogfish within one week. They also use cool power-ups, such as Magnetic Personality, which gives players a magnetic charge that attracts all the coins on the screen. In *Doodle Jump SpongeBob*, players can purchase power-ups, including shields, vehicles and health, and costumes; and boosts including Head Start, that advances a player higher in a level using a submarine; all using coins collected during play or purchased through an iTunes account.

Doodle Jump SpongeBob is available worldwide in eight languages: English, Spanish (Latam), Spanish (Spain), German, French, Dutch, Portuguese and Italian.

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. After almost 15 years on TV, *SpongeBob* is year to date, the number-one animated show with kids 2-11, as well as one of the most 'liked' animated series on Facebook, with more than 100 million fans. Over the past several years, *SpongeBob* has averaged more than 100 million total viewers every quarter across all Nickelodeon networks.

Doodle Jump is the endlessly fun "jump em up" that has been dazzling gamers of all ages since 2009. Cited by Apple as the #3 paid iPhone app of all time, it has been enjoyed by more than a hundred million fans and the brand has spread into the world of arcade games, toys, comic books, and even fashion. The combination of whimsical art style and addictive bouncing action has made the Doodler character a global icon.

About Lima Sky

Lima Sky, creators of the bestselling Doodle Jump, is an award-winning video game and app development studio. It was founded in July 2008 by Igor Pusenjak, a graduate and faculty at the MFA interactive design program at Parsons School of Design in New York, and Marko Pusenjak, a veteran mobile applications developer. As one of the world's leading independent publishers, Lima Sky is dedicated to creating entertaining and innovative games across multiple platforms.

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. (NYSE:VIA, VIA.B).

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