

## **Carly's Bedroom Revealed for the First Time in New iCarly Special, 'iGot a Hot Room,' Friday, July 30, at 8 P.M. (ET/PT) on Nickelodeon**

### **Immediately Following "iGot a Hot Room," iCarly Fans Can Enter to Win Exclusive Items From Carly's New Bedroom at Nick.com**

NEW YORK, July 19, 2010 /PRNewswire via COMTEX/ --

Nickelodeon delivers a sizzling summer surprise as the mega-hit *iCarly* reveals Carly's bedroom for the first time ever in an all-new special episode, "iGot a Hot Room," premiering **Friday, July 30, at 8 p.m. (ET/PT)**. When a birthday gift from Spencer accidentally catches fire and destroys Carly's bedroom, Spencer recruits the iCarly gang to help make her room into the coolest, most incredible new bedroom imaginable. Year-to-date, *iCarly* ranks as the number-one live-action show on television with kids 2-11 and is Nickelodeon's number-one series with kids 6-11 and tweens 9-14. (Source: NMR Live+7 Blended with Live+SD from 12/28/2009 - 7/11/10).

(Photo: <http://photos.prnewswire.com/prnh/20100719/NY37216> )

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"After three years, fans finally get the chance to see Carly's bedroom and all of the incredible one-of-a-kind objects specially designed for her," said Marjorie Cohn, President, Original Programming and Development, Nickelodeon/MTVN Kids and Family Group. "Getting a tricked out bedroom as cool as Carly's is every teen's fantasy come true."

Featured in Carly's awesome new bedroom is a hand-made, gummy bear chandelier made of approximately 10,000 hand-strung gummy bears; a bench modeled after a classic ice cream sandwich; a giant cupcake side table; a high-tech closet with a touch pad clothing selector; and a trampoline so Carly can literally jump into bed!

Immediately following "iGot a Hot Room," Friday, July 30, *iCarly* fans will have the opportunity to win the actual real-life items from Carly's hot new bedroom at [Nick.com/iCarly](http://Nick.com/iCarly). Nick.com will also launch the iCarly Hot Room Boutique where club members can get exclusive accessories and skins based on the items in her sizzling bedroom for their avatar.

In addition, beginning Monday, July 26, [iCarly.com](http://iCarly.com) will feature a brand-new game inspired by Carly's love of gummy bears. In "Carly's Gummy Bear Burst," players must match up gummy bears to make them explode. The site will also allow fans to throw their own *iCarly* birthday party with show-themed party ideas, favors and games.

In "iGot a Hot Room," Spencer sets out to make Carly's upcoming birthday the best she's ever had, especially after having ruined her last one. Spencer creates a special gift for his sister - a lamp made of gummy bears! However, Carly's birthday fun is snuffed out when the gummy bear lamp accidentally ignites and sets fire to her bedroom, destroying their grandmother's irreplaceable antique watch in the process. With the insurance money from the watch and help from Sam, Freddie and Gibby, Spencer builds Carly the coolest bedroom a girl could ever have.

This fall, Nickelodeon and Activision Publishing will release the second installment in the successful videogame series inspired by [iCarly](http://iCarly.com). Coming to Wii™ and Nintendo DS™ systems, this new game will enable fans to enter the world of iCarly in a fully immersive and interactive way. Look for more information on the game coming soon.

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 15 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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