

Nickelodeon Celebrates SpongeBob SquarePants' 10th Anniversary with New Electronics, Co-Branded Games and Partnership with Barbie®

NEW YORK, Feb. 17 -- Nickelodeon, the number-one entertainment brand for kids, will unveil a selection of brand new SpongeBob SquarePants-themed electronics, games and the Barbie® partnership at Toy Fair 2009. As part of the year-long global celebration of SpongeBob's 10th anniversary, these fun and innovative products featuring the yellow porous pal include five co-branded Hasbro games and Barbie® Loves SpongeBob, which dons a SpongeBob graphic tee and pineapple accessories; among others.

"As Nickelodeon celebrates SpongeBob's 10th Anniversary, we are excited to unveil our new line of innovative products," said Manuel Torres, Senior Vice President, Global Toys, Video Games & Consumer Electronics NVCP. "This year's toy offerings utilize technology and basic play with new co-branded products that will introduce new and engaging ways for fans to experience SpongeBob SquarePants who has transcended the television set to become a pop culture fixture."

NICKELODEON TOY FAIR 2009 HIGHLIGHTS: Dolls Barbie®

- Barbie® Loves SpongeBob -- Barbie® doll shows she's a big fan of the sea-dwelling sponge with her bright graphic SpongeBob tee and SpongeBob-themed accessories, including a sparkly pink pineapple purse and pineapple belt buckle. The doll comes with a clip-on SpongeBob charm so girls can clip SpongeBob to their own backpack or purse and take the fun with them wherever they go. Window box. Ages 3 and over. MSRP: \$19.99R.
- JAKKS PACIFIC, INC. (Nasdaq: JAKK) offers the perfect SpongeBob to take with you everywhere. SpongeBob Window Buddy. With suction cups on both hands, he hangs around at home, in the office and even your car! Ages 4+, Suggested Retail Price: \$8.99.
- Collect all your favorite Bikini Bottom places and faces with SpongeBob figures and playsets. Collect your favorite SpongeBob Figures including SpongeBob, Gary, Patrick, Plankton, Mr. Krabs, and Sandy Cheeks. The figures are the perfect size for collecting and displaying or for playing with SpongeBob Bikini Bottom Playsets. Playsets include SpongeBob's Bedroom or the Krusty Krab with flipping fun features and one figure. Also pick up the Flying Dutchman's Ghost Ship which comes with two figures, accessories and glow-in-the-dark accents. Ages 4+, Suggested Retail Price: Figures \$3.99; Playsets \$12.99-\$19.99.

Electronics

JAKKS PACIFIC, INC. (Nasdaq: JAKK) From Plug It In & Play TV Games™

- SpongeBob ShakyPants! -- Squeeze his nose or pull his tongue and he talks! But the fun really gets started when you shake him up or turn him upside down! SpongeBob can sense how you move him, and he laughs so hard that you can feel the funny -- even his eyes go all wild! Slow down, so SpongeBob can catch his breath... then shake him up all over again! For Ages 3+, Suggested Retail Price: \$24.99.
- TV Games Motion: SpongeBob SquarePants -- TV Games Motion is part of the new video game line that combines JAKKS PACIFIC, INC. (Nasdaq: JAKK) Plug It In & Play technology with real accelerometer action, tapping into one of the most popular trends in video gaming: motion games. With the powerful motion controller, kids control the action onscreen as they race, jump and rocket through Bikini Bottom with SpongeBob and his undersea friends. Simply plug the cool, themed controller into the A/V jacks of any standard TV -- no additional consoles or cartridges are needed. For Ages 5+, Suggested Retail Price: \$29.99.
- SpongeBob SquarePants TV Games -- The 2009 line of award-winning TV Games will also include an action-packed adventure with everyone's favorite sea sponge. For Ages 5+, Suggested Retail Price: \$19.99.

Sakar International:

- Sakar products under the Nickelodeon license include SpongeBob underwater camera, text messengers, walkie talkies, MP3/MP4 players, digital cameras, digital photo frames, iPod and computer accessories, alarm clock radios, CD players, boomboxes, portable DVD players and mini-refrigerators. Multiple products will be produced for each property, with SRPs from \$9.99 to \$79.99.

BOARD GAMES

MATTEL GAMES:

- SPONGEBOB SQUAREPANTS™ UNO -- The SpongeBob SquarePants™ edition of UNO® is the zany, "under-the-sea" version of the classic game. Customized SpongeBob SquarePants™ UNO® cards plus the exclusive Jelly fishing card! Includes 112 cards. (Approximate Retail Price: \$5.99; Recommended Age: 7 & up; Available: Fall 2009; Players: 2 or more).
- SPONGEBOB SQUAREPANTS™ Magic 8 Ball® -- Mattel's first-ever two-tone Magic 8 Ball® features SpongeBob SquarePants! Magic 8 Ball® has the answers to all your super-absorbing questions! Ask a krabby question; turn it over and your krusty answers in the window. Your days of burying your head in the sand are all washed up! (Approximate Retail Price: \$6.99; Recommended Age: 6 & up; Available: Fall 2009).
- SPONGEBOB SQUAREPANTS™ 3-D DVD Game -- The SpongeBob SquarePants™ 3-D DVD game features innovative 3-D technology that creates a completely new visual experience for fans of the popular animated series. By choosing character cards and matching them to an on-screen icon, fans can live a day in the life of SpongeBob and participate in various activities and challenges, while wearing their 3-D glasses to totally immerse themselves in the SpongeBob world. The first player to successfully eliminate all character cards and completes the final challenge wins!

Game includes: DVD, 4 pairs of 3D glasses and 24 3D character cards. (Approximate Retail Price: \$19.99; Recommended Age: 6 & up; Available: Fall 2009).

HASBRO:

- CONNECT 4 SpongeBob SquarePants Edition -- CONNECT 4 SpongeBob SquarePants Edition is just like the classic four-in-a row game with a Bikini Bottom twist. Stack the yellow SpongeBob SquarePants on top of the pink Patrick checkers upwards, sideways or diagonally and be the first to yell CONNECT 4! But watch out, your opponent can block out holes or an entire column using the SpongeBob blocker. (Approximate Retail Price: \$12.99; Recommended Age: 6 & up; Available: Spring 2009; Players: 2 or more).
- SORRY! SpongeBob SquarePants Edition -- SpongeBob SquarePants fans will love this game of sweet revenge. Draw cards to move your pawns or steal them from your underwater opponents. A game of chasing and racing, the first player to make it from Start back home to Bikini Bottom wins. (Approximate Retail Price: \$15.99; Recommended Age: 6 & up; Available: Spring 2009; Players: 2 to 4).
- MEMORY SpongeBob SquarePants Edition -- MEMORY SpongeBob SquarePants Edition is a refreshed version of the classic find-it-first game. Flip the cards over to match and collect pictures of the Bikini Bottom crew and some of their deep-sea landmarks. Collect the most cards and you win. (Approximate Retail Price: \$8.99; Recommended Age: 3 & up; Available: Spring 2009; Players: 1 or more).
- CRANIUM CADOO SpongeBob SquarePants Edition -- CRANIUM CADOO SpongeBob SquarePants Edition is an absorbing update to the outrageously fun game of sculpting, acting, drawing and puzzling. Whether sculpting a Krabby Patty out of clay or solving an underwater adventure, the whole family will enjoy quirky activities featuring SpongeBob SquarePants and his pals. (Approximate Retail Price: \$19.99; Recommended Age: 7 & up; Available: in the U.S.; Canada; Latin America; and Europe in fall 2009; Players: 2 or more).

About Nickelodeon & Viacom Consumer Products

Nickelodeon & Viacom Consumer Products manages the world's third largest licensing business, representing leading properties such as SpongeBob SquarePants and Dora the Explorer, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, 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 98 million households and has been the number-one-rated basic cable network for 14 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

SOURCE Nickelodeon

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