

Build Your Very Own Bikini Bottom Through Nickelodeon's Worldwide Release Of Brand-New Mobile Game, *SpongeBob Moves In*

Available on iOS, *SpongeBob SquarePants* Game Features Exclusive Inside Looks at Show's Characters During Their Early Days in Bikini Bottom

NEW YORK, June 6, 2013 /PRNewswire/ -- [SpongeBob SquarePants](#) fans beginning today can build their very own Bikini Bottom with Nickelodeon's brand-new city building app, *SpongeBob Moves In*. Available worldwide, *SpongeBob Moves In* features a stylized 2D design and gives fans a whole new way to interact with the hit animated series.

(Photo: <http://photos.prnewswire.com/prnh/20130606/NY27520>)

In the game, players build Bikini Bottom to their own tastes and are tasked with keeping the city's residents happy by making all their wishes come true. As players advance in the game, they can unlock exclusive-to-the-app, untold stories about how their characters, including SpongeBob, Patrick, Mr. Krabs, Plankton, Squidward and Sandy, first arrived in the town. Written by the [SpongeBob SquarePants](#) series writing staff, these stories are told through brand-new animated short videos unlocked throughout the game.

"Millions of fans around the world experience the fun and magic of SpongeBob on television every day, and now they can live out their very own Bikini Bottom adventures with *SpongeBob Moves In* whenever and wherever they want," said Steve Youngwood, EVP and General Manager, Digital, Nickelodeon Group.

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. In its 13th year the series continues to rank as the number-one animated series with kids 2-11 on all of television, as well as one of the most 'liked' animated series on Facebook, with more than 81 million fans. Over the past several years, *SpongeBob* has averaged more than 100 million total viewers every quarter across all Nickelodeon networks.

In *SpongeBob Moves In* players can customize the look of their undersea city with a variety of characters, buildings, and accessories. In the ongoing quest to keep Bikini Bottom inhabitants happy by fulfilling their wishes, players must collect happiness to fill the town's happiness meter. Residents wish for food and gifts from the various Bikini Bottom restaurants and shops, like Krabby Patties from the Krusty Krab or a bouquet of flowers from the Flower Shop. Once their wish is granted a treasure chest will appear for the player to open and collect gold coins, happiness or a new recipe to add to their collection. When the happiness meter is filled, players advance to the next level in the game, earning coins, game experience and unlocking more quests, buildings and accessories to buy in the store.

Throughout the game, players earn gold coins and Jellyfish Jelly as rewards for performing a variety of activities like granting wishes, building buildings, making recipes, collecting rent and expanding their Bikini Bottom. Players can purchase additional land, ingredients, buildings and decorations using game coins and jellyfish jelly, or an iTunes account.

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

For additional information on *SpongeBob Moves In*, visit SpongeBobMovesIn.com.

SpongeBob SquarePants is executive produced by creator Stephen Hillenburg, who previously worked as a writer, director and creative director on Nickelodeon's animated series *Rocko's Modern Life*. Paul Tibbitt served as a director and writer on *SpongeBob SquarePants* for its first three seasons and is currently executive producer.

Nickelodeon, now in its 34th 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 18 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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