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Nickelodeon's Shimmer and Shine Preschool Series Debuts First-Ever Product Line

Robust Portfolio of Products Launches this Summer in Categories Including Toys, Dress Up, Games, Bedding, Party Goods, Costumes, Publishing and Stationery

Fisher-Price Exclusive *Shimmer and Shine* Toy Line Will Be Unveiled During American International Toy Fair in New York City

NEW YORK--(BUSINESS WIRE)-- Nickelodeon today announced that *Shimmer and Shine* fans will be able to bring the genie magic home starting this summer with the launch of a robust product portfolio inspired by the hit animated preschool series. Nickelodeon has teamed up with best-in-class partners to recreate the whimsical genie world across categories including toy, dress up, games, bedding, party goods, costumes and more.

Nickelodeon and Fisher-Price, a subsidiary of Mattel Inc., will debut an all-new toy line at this year's New York Toy Fair that includes basic and deluxe doll assortment and accessories, feature dolls such as Shimmer and Shine Wish & Spin and Shimmer and Shine Magic Flying Carpet. Products will be available nationwide in July.

"We're thrilled to partner with Fisher-Price on this adorable girls' toy line that brings the magical world of *Shimmer and Shine* to life," said Jennifer Caveza, Senior Vice President, Toys, Nickelodeon Consumer Products. "Based on our newest preschool series, *Shimmer and Shine* toys are designed to inspire girls' imaginations and make their genie wishes come true."

Nickelodeon has teamed up with the following partners on additional products that will be available later this year:

- | Apparel, Accessories, Costumes and Dress Up from Just Play, Party City, Spirit Halloween, Global Brands Group, Freeze, Children's Apparel Network, Bentex, C-Life, Handcraft, High Point, F.A.B. Starpoint, Accessory Innovations, Global Design Concepts, ACI, Berkshire.
- | Arts & Craft from Alex Brands.
- | Games and Puzzles from Cardinal and University Games.
- | Home Goods from Baby Boom, Franco, ZAK, Thermos.
- | Party and Stationery from Bullseye Playground, DecoPac, Party City, and MediBadge.
- | Publishing and Home Entertainment from Random House Children's Books, Bendon Inc., Studio Fun, Phoenix International and Paramount Home Entertainment.

Shimmer and Shine, which has been picked up for a second season, follows the twin genies-in-training who grant wishes for their friend Leah that lead to surprising mishaps. In season two, Shimmer and Shine will embark on more magical adventures, encounter brand-new characters and explore vibrant new locales. The series features a social-emotional curriculum highlighting the importance of teamwork, resilience and overcoming obstacles. *Shimmer and Shine* airs weekdays at 11 a.m. (ET/PT) on Nickelodeon and episodes from season one are now available on DVD.

About Fisher-Price

In 1931, Herman Fisher and Irving Price embarked on a journey to change the toy industry. Their goal: creating playthings that inspire a child's development. More than 85 years later, Fisher-Price remains deeply rooted in the belief that play is the way children learn best. To this day, understanding the importance of play in building a child's skills is the fundamental principle, as the company strives to enrich the lives of families with young children around the globe. United by the passion for a child's safe care and development at each age and stage, the people of Fisher-Price work tirelessly to bring families the best toys and baby products in the world. Some of the company's best-known brands include Laugh & Learn®, Little People®, Power Wheels®, and Imaginext®, and it's also a leading developer of character-based toys for children's programming such as Thomas & Friends™, Blaze and the Monster Machines and Mickey Mouse Clubhouse. Fisher-Price is a subsidiary of Mattel, Inc. (NASDAQ:MAT). For more information, visit www.fisher-price.com (U.S.) and www.fisher-price.ca (Canada) or connect with Fisher-Price on Instagram, YouTube, Facebook, Twitter or Pinterest.

About Nickelodeon

Nickelodeon, now in its 36th 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 20 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. (NASDAQ: VIA, VIAB).

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