

NICKELODEON PREVIEWS NEW CONTENT PIPELINE FOR 2014-2015 SEASON AT ANNUAL UPFRONT PRESENTATION

Nick to Add 10 New Series to Schedule, with Content Spanning Every Genre, Every Platform

Network Unveils Plans for Brand-New, Live Tent-Pole Event, *Kids' Choice Sports 2014*; Host/Executive Producer Michael Strahan Details Show Slated for 3Q 2014

**Upfront Presentation Capped by Special Musical Performance
from Five-Time Grammy Nominee Sara Bareilles**

NEW YORK – March 13, 2014 – [Nickelodeon](#) held its annual upfront presentation today at Jazz at Lincoln Center in New York City, where Nickelodeon Group President Cyma Zarghami detailed the network's biggest content pipeline ever: 10 new series across every genre, and for every platform—all tailor-made for the tastes of today's post-millennial generation of kids. Zarghami also announced plans for the forthcoming Nick Jr. App, featuring TV Everywhere capability, and the brand-new, live tent-pole event, *Kids' Choice Sports*—the first-ever expansion of the highly successful *Kids' Choice Awards* franchise. Nickelodeon's presentation was also punctuated by remarks from Viacom Chairman Philippe Dauman; an appearance by *Kids' Choice Sports 2014* host and executive producer Michael Strahan; and a closing musical performance from five-time Grammy nominee Sara Bareilles.

“Our mission has been to create and deliver funny content that will resonate with today's kids, and we are well-positioned to do that through our schedule of fresh hits, a deep pipeline of new series, tent-pole events, ratings momentum and innovation on all platforms,” said Zarghami. “Nickelodeon is a magnet for creative people and projects, and we're incredibly excited about the new pool of talent we're bringing to our audience in front of and behind the camera.”

Nickelodeon has posted 13 straight months of year-over-year growth and reclaimed the top spot with kids in 4Q13. The network is home to top-rated animated series like *SpongeBob SquarePants*, *Sanjay and Craig*, *Teenage Mutant Ninja Turtles* and the newly launched *Breadwinners*; live-action hits *Sam & Cat*, *The Thundermans* and *The Haunted Hathaways*, among others; and TV's top-rated preschool series *PAW Patrol*, *Dora the Explorer* and the just-launched *Wallykazam!*

The network's creative energy has been buoyed by its relevance to today's new generation of kids and its ongoing research into the audience's tastes and perspectives. Kids today are markedly different from other generations in that they are extremely close to their parents, with 80% wanting even more time spent with them and 93% citing their moms as the people they trust most. Nine in 10 kids say they are happy, and 96% believe they can accomplish anything if they work hard enough. They believe that being different is more important than fitting in, and most (80%) would choose being really smart over being really good looking. They also highly value being funny, ranking laughter as more important than vacation, family meals and holidays.

“Comedy is what today's kids want above all else, and it's what they expect from Nickelodeon,” added Russell Hicks, President, Content Development and Production, Nickelodeon. “We have had a clear goal to let their tastes and preferences inform our creative choices, and we've tailored our new content to make the most relevant and funny content just for them.”

Across every genre—animation, live action, preschool and events—and for every platform, Nickelodeon’s pipeline of new content includes:

ANIMATION:

- ***Bad Seeds*** (26 episodes) – Harvey, a sweet and well-meaning bird, makes two new best friends, Fee and Foo, the wildest imps in the forest. Although their friendship seems unlikely, their connection only grows as they push each other out of their comfort zones and into endless adventures. Created, written and directed by C.H. Greenblatt (*SpongeBob SquarePants, Chowder*).
- ***Pig Goat Banana Cricket*** (26 episodes) – This show features a series of absurd interwoven stories about four friends and roommates, Pig (the fool), Goat (the artist), Banana (the wise-guy) and Cricket (the brain). The series is created by Dave Cooper and J. Ryan, and executive produced by David Sacks (*The Simpsons, Regular Show*) who co-writes with J. Ryan. Cooper also art directs the series and the pilot was directed by independent animator Nick Cross.
- ***Welcome to the Wayne*** (6 episodes) – Launching on the Emmy Award-winning Nick App, *Welcome to the Wayne*, is a comedy following the adventures of two 10-year-old boys Olly Timbers and Ansi Molina as they explore their crazy apartment building, the Wayne. The series was created and written by Billy Lopez (*The Wonder Pets!*).
- The network will also roll out new episodes of returning hit animated series, including, *SpongeBob SquarePants, Teenage Mutant Ninja Turtles, Sanjay and Craig, Breadwinners, Rabbids* and *The Fairly OddParents* for the 2014-15 season.

LIVE ACTION:

- ***Henry Danger*** (20 episodes) – Created and written by hitmaker Dan Schneider (*iCarly, Sam & Cat*) and Dana Olsen (*George of the Jungle, Inspector Gadget*), this brand-new crime-fighting comedy features 13-year-old Henry (Jace Norman) who lands a part-time job as Danger Boy, a sidekick-in-training to super crime fighter Captain Man (Cooper Barnes, *The Perfect Host*). Their colorful adventures throw Henry's otherwise ordinary life absurdly out of balance, yet he must keep his new job a secret from his best friends Charlotte (Riele Downs, *The Best Man Holiday*) and Jasper (Sean Ryan Fox).
- ***Bella and the Bullfrogs*** (12 episodes) – This new live-action comedy follows a perky head cheerleader named Bella (Brec Bassinger, *The Haunted Hathaways*) whose life in Texas takes an unexpected twist when she becomes the new quarterback for her school’s team the Bullfrogs. Bella is joined by “The Troy” (Coy Stewart, *Are We There Yet?*), the Bullfrogs’ dethroned quarterback along with his pint-sized

sidekick, Newt (Buddy Handleson, *Wendell & Vinnie*). Rounding out the cast are Lilimar Hernandez as Bella's cheerleader best friend, Sophie, and Jackie Radinsky as true southern cowboy, Sawyer. The series is written by Gabriel Garza and Jonathan Butler (*The Haunted Hathaways*, *Fanboy & Chum Chum*), who were discovered through Nickelodeon's Writing Program. Jeff Bushell will serve as Executive Producer.

- ***Nicky, Ricky, Dicky & Dawn*** (13 episodes) - Created by Matt Fleckenstein (*iCarly*, *Victorious*, *Drake & Josh*) and executive produced by Fleckenstein and Michael Feldman (*See Dad Run*), this new half-hour comedy is the story of a 10-year-old girl Dawn Haley (Lizzy Greene) whose sibling rivalry with her three brothers is heightened by the fact that they are quadruplets. Aidan Gallagher (*Modern Family*) plays the germaphobic Nicky, joined by Casey Simpson (*The Goldbergs*) as the overachieving, Ricky; and Mace Coronel (*Bold and the Beautiful*) as the pint-sized ladies' man, Dicky. Brian Stepanek (*Two and a Half Men*) and Allison Munn (*What I Like About You*) star as the Haley parents.
- Nickelodeon will also premiere new episodes of its hit live-action lineup, including ***Sam & Cat***, ***The Haunted Hathaways*** and ***The Thundermans***.
- Moving to Thursday nights this quarter, to provide a family hour of viewing, are the network's two original sitcoms: ***Instant Mom*** and ***See Dad Run***. These two popular shows are among a hit lineup of modern family sitcoms like *Yes, Dear*, *My Wife and Kids*, *The Nanny* and *George Lopez*.
- ***Instant Mom*** stars Tia Mowry-Hardtrict (*Tia & Tamera*) as Stephanie, a party girl who trades in Cosmos for carpools when she marries Charlie (Michael Boatman, *Spin City*), who already has three kids. Sheryl Lee Ralph (*Mo'Nique*) stars as Stephanie's mother Maggie. ***Instant Mom*** is executive-produced by Howard Michael Gould and Aaron Kaplan.
- ***See Dad Run*** is executive produced by and stars Scott Baio who plays David Hobbs, an actor who becomes a stay-at-home father while his soap star wife (Alanna Ubach, *Legally Blonde*) makes her return to the limelight. Mark Curry (*Hangin' with Mr. Cooper*) also stars. The series, shot on the former *Happy Days* stage in Los Angeles, is created/executive produced by Tina Albanese and Patrick Labyorteaux, with executive producers Nat Bernstein and Mitchel Katlin serving as showrunners. Eric Bischoff and Jason Hervey also serve as executive producers through their production company Bischoff Hervey Entertainment (BHE).

PRESCHOOL:

- ***Dora and Friends: Into the City!*** (20 episodes) – ***Dora and Friends: Into the City!*** is a brand-new animat

**NICKELODEON INTRODUCES *KIDS' CHOICE SPORTS 2014*,
BRAND-NEW AWARDS SHOW HOSTED BY LEGENDARY NFL STAR
MICHAEL STRAHAN**

**Event Celebrating Kids' Favorites in the World of Sports Set for Thursday, July 17,
at UCLA's Pauley Pavilion in Los Angeles**

**Network Institutes *Kids' Choice Sports* Council of Influencers, Including Cal Ripken Jr.,
Misty May-Treanor and Deion Sanders, Among Many Others**

NEW YORK – March 13, 2014 – For over 26 years, Nickelodeon's [Kids' Choice Awards](#) has been the bellwether event touting kids' favorites in the world of entertainment, and it has grown to one of the most anticipated annual shows in Hollywood. In July 2014, [Nickelodeon](#), along with Host/Executive Producer Michael Strahan (*LIVE with Kelly and Michael, Fox NFL Sunday*), will bring all the fun, excitement and slime of the *Kids' Choice Awards* to the world of sports and allow kids around the country to pick their favorites in a new, live awards show--*Kids' Choice Sports 2014*.

Set to take place Thursday, July 17, at UCLA's Pauley Pavilion in Los Angeles, *Kids' Choice Sports 2014* will follow Nickelodeon's *Kids' Choice Awards* legacy to honor kids' favorite athletes, teams and sports moments from the year in one big, slimy sports celebration. In true Nickelodeon spirit, the event will also feature a daring, slime-filled sports stunt performed on a star athlete's home turf, a special halftime live musical performance and top athletes competing outside their sports realm for a KCS trophy.

"It is a real honor to be the inaugural host of the *Kids' Choice Sports* awards," said Strahan. "As an athlete and as a father to four kids who grew up with Nickelodeon, I know firsthand what an important role sports play in kids' lives. This is going to be a kids' Super Bowl-sized event that will have the best athletes, the best entertainment, the most fun, and of course the best slimings the world of sports has ever seen for the whole family to watch together."

"Giving kids a voice and a chance to celebrate their favorites with big events has been part of the Nickelodeon DNA since we launched the first *Kids' Choice Awards* over 26 years ago, and we are thrilled to have Michael Strahan as our host and executive producer of our first *Kids' Choice Sports* awards," said Cyma Zarghami, President of Nickelodeon. "Sports are a huge part of kids' lives and in the spirit of *Kids' Choice*, we are going to celebrate it in the biggest, loudest, slimiest way possible this summer!"

A *Kids' Choice Sports* council consisting of influencers in the sporting world will lend their expertise and experience to help inform the awards show, consult on the nominee process and give feedback on categories. Members of the committee include: Baron Davis (former New York Knicks and two-time NBA All-Star); Ken Griffey Jr. (former baseball outfielder and 13-time All-Star); Lisa Leslie (former WNBA MVP and four-time Olympic gold medal winner); Cal Ripken Jr. (former shortstop and third baseman for the Baltimore Orioles and 19-time All-Star); Deion Sanders (NFL Pro Football Hall of Famer); Misty May-Treanor (three-time Olympic beach volleyball gold medalist); Andy Elkin (Agent, Creative Artists Agency); Tracy Perlman (VP Entertainment Marketing and Promotions, NFL); Jeff

Schwartz (President and Founder, Excel Sports Management); Jill Smoller (SVP, William Morris Endeavor); Leah Wilcox (VP, Talent Relations, NBA); Alan Zucker (SVP, IMG Clients Group); Michael Phelps (most decorated Olympian of all time); Tony Hawk (professional skateboarder) and Zane Stoddard (VP, Entertainment Marketing and Content Development, NASCAR).

Legendary NFL star and *Fox NFL Sunday* analyst Michael Strahan is the co-host of the top-rated morning talk show *LIVE with Kelly and Michael*. Prior to joining the ranks of the top sports broadcasters in the country, Strahan helped lead the New York Giants to their third Super Bowl championship in 2007 with a dramatic win over the New England Patriots. A seven-time Pro-Bowler and one of only four players ever to lead the NFL in sacks for two seasons during his 15-year NFL career, Strahan was named the NFL Defensive Player of the Year in 2001 when he broke the 18-year-old NFL single season sack record with 22.5 sacks, a record that still stands today.

Now a partner in SMAC Entertainment, Strahan brings his skills, determination, leadership, experience and humor to the multi-dimensional entertainment management, branding, and production company. In October 2013, they announced the start of production on an untitled biopic of boxer Arturo Gotti, alongside executive producer Mark Wahlberg. Constance Schwartz of SMAC Entertainment is an executive producer.

Ian Stewart and Hamish Hamilton of *Done and Dusted* (London 2012 Olympics Opening Ceremony, *2013 Victoria's Secret Fashion Show*, *iHeartRadio Music Awards 2014*) are onboard as executive producers of *Kids' Choice Sports 2014*, with Hamilton also serving as director of the show. Constance Schwartz of SMAC Entertainment is also an executive producer.

As president of *Done and Dusted*, Stewart devises, stages and films some of the biggest events across the planet. The prolific production company has garnered awards from the Grammys to a Peabody, Emmys and BAFTAs, Rose d'Ors and countless others. Recent highlights include: NBC's *New Year's Eve with Carson Daly 2012-2013*; NBC's *Hurricane Sandy Coming Together* benefit; *CNN Heroes: An All-Star Tribute 2012*; and *Victoria's Secret Fashion Show 2013*.

Hamilton's credits as director and producer include the Super Bowl Halftime Show 2014, the *2014 Academy Awards*, *2014 MTV Movie Awards*; all four ceremonies for the London 2012 Olympic Games, and The Rolling Stones at Glastonbury. This year he received two BAFTAs and an Emmy nomination. Hamilton began his directing career in Scotland working for the BBC and has since travelled far and wide shooting documentaries, concert films and awards shows on every continent.

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 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. (NASDAQ: VIA, VIA.B).

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Contacts:

Lilah Kojoori	Ariana Urbont
310-752-8206	310-752-8079
Lilah.kojoori@nick.com	Ariana.Urbont@nick.com

NICKELODEON TO DEBUT NICK JR. APP WITH TV EVERYWHERE, FEATURING CHARACTERS, EDUCATIONAL CONTENT FROM TOP-RATED PRESCHOOL SHOWS

Preschool-Focused App Distinguished by Live Streaming of Nick Jr.'s Preschool Schedule and Curriculum-Based Interactivity

NEW YORK – March 13, 2014 – Drawing from its success with the Emmy Award-winning [Nick App](#), Nickelodeon announced today it will launch this spring, the Nick Jr. App – a new branded platform for preschoolers populated by characters from its top-rated shows on TV: *Dora the Explorer*; *Bubble Guppies*; *PAW Patrol*; and more. Available for iPad devices, the Nick Jr. App is an experience designed for preschoolers that incorporates signature Nick Jr. interactivity, discovery and surprises. The app will feature high-level interactivity and educational entertainment activities; offer short-form video and curriculum-based content; and with authentication, access to full-length on-demand episodes and live-streaming of Nick Jr., the 24-hour network from Nickelodeon dedicated to preschoolers and moms.

“Like the Nick App, our Nick Jr. App creates an entirely new platform for our preschool content and is literally designed to put characters like Dora and Peter Rabbit at preschoolers’ fingertips,” said Cyma Zarghami, President, Nickelodeon Group. “The Nick Jr. App offers a broader content experience unlike anywhere else, along with deep interactivity and educational elements to keep preschoolers engaged and learning.”

A unique feature of the app, which has been designed specifically for preschoolers, is the high-level interactivity with characters like Dora the Explorer, Molly and Gil from *Bubble Guppies* and Twist from *The Fresh Beat Band*, who speak directly to the user upon entering each new content area. The characters are fully animated and respond to users through tap interactions, guiding preschoolers through the experience and encouraging them to try new areas while helping to boost problem-solving skills.

The Nick Jr. App immerses users into the world of each featured character through content areas containing 3D elements and illustrations that give realistic depth, like trees moving in the wind, shimmering water and butterflies and birds flapping their wings. The series included in the app include *Dora the Explorer*; *Team Umizoomi*; *Bubble Guppies*; *PAW Patrol*; *Peter Rabbit*; *Wallykazam!*; *Go, Diego, Go!*; *Max & Ruby*; *The Fresh Beat Band*; *The Backyardigans*; and *Blues Clues*.

Content highlights of the Nick Jr. App include:

- An endless carousel menu featuring the preschool characters kids know and love to help start their journey through the app;

- Educational and entertaining interstitials and Nick Jr.-themed music videos;
- Curriculum content included in the app;
- Linear feed of Nick Jr. channel;
- Nick Jr. programming schedule.

The app will be available free for iPad devices via the App Store, and will roll out on additional platforms in the coming months.

Full-length on-demand episodes and the linear feed in the Nick Jr. App can be accessed by households that subscribe to a TV service package with Nickelodeon from any one of 18 distributors, including Armstrong, Astound, AT&T U-verse, Atlantic Broadband, Bright House Networks, Click! Cable TV, DIRECTV, EPB Fiber Optics, Hawaiian Telcom, Massillon Cable TV, Optimum/Cablevision, RCN, Service Electric Cablevision, Suddenlink, Time Warner Cable, Verizon FiOS, Wave Broadband and WOW!, which collectively reach more than 50 million homes.

The Nick Jr. App will be ad-supported with a commercial load similar to Nickelodeon's preschool television block, with ads playing before episodes begin and never within them.

The Nick Jr. App is developed by the same Nickelodeon digital team that created the Emmy Award-winning Nick App. Launched February 2013, the Nick App has surpassed more than eight million downloads globally. The app serves as a creative sandbox for Nickelodeon, incubating new animated and live-action content with the potential to spinoff new series for television. It features made-for-digital short-form videos; full-length on-demand episodes of Nick's hit series; behind-the-scenes video and photos of kids' favorite Nick stars; and HTML5 games. The Nick App is available on iOS and Android devices, Xbox, Kindle, and Windows 8.

Nickelodeon is TV's top destination for preschoolers and their parents, with a current portfolio of smart and fun hits like *Dora the Explorer*, *PAW Patrol*, *Bubble Guppies*, *Peter Rabbit* and *Team Umizoomi*-- which will all have new episodes premiering in the upcoming 2014-2015 season. The network owns four of the top five preschool shows on all television, including the two top-rated shows: *PAW Patrol*; and *Wallykazam!*, which teaches literacy and represents Nick's highest-rated preschool series premiere in almost 10 years.

The Nick Jr. App is part of Nickelodeon's biggest content pipeline it has ever had, with new series and innovations on new platforms in every genre — animation, live action, preschool and live events. For preschool alone, the network is adding more than 100 hours of new preschool content this season to its already robust, top-rated schedule of hits.

For the 2014-15 season, Nickelodeon will launch four more preschool series, including: *Dora and Friends*, which features the iconic character in new animated adventures, with new friends and a new interactive curriculum; *Blaze and the Monster Machines*, a CG-animated series featuring a STEM curriculum and telling the story of eight-year-old AJ and his incredible monster truck Blaze; *Shimmer & Shine*, an animated series following twin genies who accidentally create havoc wherever they go, teaching the value of learning from mistakes along the way; and, with a curriculum teaching problem-solving, *Fresh Beat Band of Spies*, an animated spin-off of Nick's live-action preschool hit, *The Fresh Beat Band*.

About Nickelodeon

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Contact:

Tori Fernandes

Tori.Fernandes@nick.com

Photo Credit:

Nick Jr. App

Pictured: Nick Jr. App set to launch for iPad this spring.

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