

Nickelodeon And Sprayground Team Up For Limited-Edition SpongeBob SquarePants Deluxe Backpacks

Collaboration Marks Sprayground's First-Ever Co-Brand with an Animated Character

NEW YORK, Nov. 25, 2013 /PRNewswire/ -- Nickelodeon and Sprayground, a graffiti-inspired fashion brand, team up to release Sprayground x SpongeBob: SpongeBob SharkPants Deluxe Backpack. The limited-edition brightly-hued unisex backpack has a 360 degree print design, featuring elements of SpongeBob's Bikini Bottom pals including Mr. Krabs, Patrick and Sandy Cheeks. The Sprayground x SpongeBob: SpongeBob SharkPants deluxe backpack retails for \$65, and available now exclusively at SprayGround.com.

(Photo: <http://photos.prnewswire.com/prnh/20131125/NY22726>)

"SpongeBob is an iconic and versatile brand that lends itself to be reimagined through innovative products," said Julie McKenzie, Senior Vice President, Softlines and Packaged Good, Nickelodeon Consumer Products. "Our Sprayground collaboration is a creative expression of all of the attributes that have made SpongeBob beloved around the world, mixed with cutting-edge style that both of our brands' fans will love."

The Sprayground x SpongeBob: SpongeBob SharkPants Deluxe Backpack's front panel is a wide-eyed SpongeBob face with Sprayground's iconic shark mouth. Made of canvas, the backpack features cushioned shoulder straps with SpongeBob's iconic knee-high sock design, two side pockets, organizing pockets in the front compartment, and a laptop compartment in the main internal compartment.

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. Currently in its 14th year, the series continues to be one of the most-watched animated series with kids, with one third of its audience 18-49. *SpongeBob SquarePants* is one of the most 'liked' animated series on Facebook, with more than 84 million fans. As the most widely distributed property in Viacom history, SpongeBob is seen in over 170 countries and translated in more than 35 languages. Over the past several years, SpongeBob has averaged more than 100 million total viewers every quarter across all Nickelodeon networks.

About Sprayground

Founded by street artist DBD in 2006, Sprayground (sprayground.net) originally started as a blank bag company aiming to offer street artists a new medium for expression. Since then, Sprayground has expanded its range of street-inspired bags and accessories for style-savvy creatives. Now an established street wear brand, Sprayground maintains its devotion to street art through a fashion-focused aesthetic, innovative designs, and collaborations with internationally known artists.

Based in New York, Sprayground is available nationwide at retailers like Kitson, Goliath, Atmos, Vault, Bodega, Food Soldiers, and more.

About Nickelodeon

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 more than 100 million households and has been the number-one-rated basic cable network for 18 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). <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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