

Art Phenom KAWS Creates Brand-New KAWSBOB Pieces for Upcoming SpongeBob SquarePants 400 Race at Kansas Speedway, May 9

SpongeBob 400 NASCAR Sprint Cup Race to Feature 70-ftX900-ft KAWSBOB Mural and Branded Trophy

NEW YORK--(BUSINESS WIRE)-- Nickelodeon today announced world-renowned artist KAWS is reimagining SpongeBob SquarePants for the *SpongeBob 400* Sprint Cup race on May 9, at the Kansas Speedway. Through this collaboration, KAWS will bring his dynamic, and avant-garde, interpretation of the most absorbing personality on all TV to NASCAR fans across the country. Elements will feature the artist's KAWSBOB character and include a custom 3-ft. trophy and a 70-ft. x 900-ft. mural spanning the track's backstretch.

"I have a great appreciation for the aesthetic of SpongeBob. The character's positive outlook and the shows vibrant colors have inspired me to create several pieces over the years," said KAWS. "The *SpongeBob 400* Sprint Cup presented a unique opportunity to bring KAWSBOB to life in a big way. I'm excited to reinterpret this iconic character in several different ways throughout the race and share my appreciation of SpongeBob with NASCAR fans."

On May 9, the world's most famous sponge and his friends will take over the Kansas Speedway and will appear on paint schemes for five NASCAR Sprint Cup drivers: David Ragan in the No. 55 Aarons/SpongeBob SquarePants Toyota Camry; Greg Biffle, cruising down the track in the No. 16 Cheez-It/ Patrick Star Ford Fusion; Casey Mears helming the No. 13 Squidward Tentacles Chevrolet SS; Ty Dillon in the No. 33 Circle Sport Racing/Plankton Chevrolet SS and Michael McDowell, driving the No. 95 WRL/Larry the Lobster Ford Fusion. Additionally, Ben Kennedy will also join in on the fun when he takes out his No. 11 Local Motors/*SpongeBob SquarePants* Toyota Tundra for the NASCAR Camping World Truck Series race at Kansas Speedway on Friday, May 8.

The Nickelodeon Kids Zone will also be set up for kids and families in the Kansas Speedway Fan Zone and will feature appearances from the *SpongeBob SquarePants* costume characters, a *SpongeBob SquarePants* photo station and more.

Brooklyn-based, KAWS is a renowned artist who exhibits in museums and galleries internationally. KAWS's art stands within the historical continuum that began with Pop Art, straddling the line between fine art and global commerce. His artworks are immediately recognizable as he transforms iconic pop culture characters into thought-provoking works of art. His work possesses a sophisticated humor while utilizing a refined graphic language that revitalizes figuration with big, bold gestures and keen, playful intricacy. KAWS will participate in an outdoor group sculptural exhibition, ARTZUID, Amsterdam opening on May 22nd, while a mid-career survey of his work is scheduled to open at the Modern Art Museum of Fort Worth in the fall of 2016. Follow @KAWS on Instagram.

Since its launch in July 1999, *SpongeBob SquarePants* has emerged as a pop culture phenomenon. The series has been the most-watched animated program with kids 2-11 for more than 13 consecutive years. *SpongeBob* is seen in over 185 countries and translated in more than 50 languages. The character-driven animated series chronicles the nautical and sometimes nonsensical adventures of SpongeBob, an incurably optimist and earnest sea sponge, and his undersea friends.

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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150507006519/en/>

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