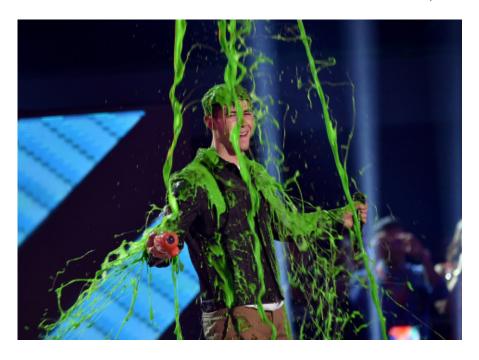
Angelina Jolie Pitt, Liam Hemsworth, Emma Stone, Jennifer Lawrence, One Direction, Selena Gomez, SpongeBob SquarePants, Fifth Harmony, The Voice, Austin & Ally and More Win Top Honors at Nickelodeon's 28th Annual Kids' Choice Awards

Kids Cast Record-Breaking 500 Million Votes Globally

Host Nick Jonas, 5 Seconds of Summer, Shawn Mendes, Josh Gad and casts of *Modern Family* and *The Thundermans* Doused with Slime

- ** For an embeddable video player with show clips, please visit: http://www.nick.com/sbcom/kca-2015/media.jhtml
- ** For the EPK and still photos from *Nickelodeon's 28th Annual Kids' Choice Awards*, please visit: www.NickKCApress.com

LOS ANGELES--(BUSINESS WIRE)-- Angelina Jolie Pitt, Liam Hemsworth, Emma Stone, Jennifer Lawrence, One Direction, Selena Gomez, *SpongeBob SquarePants*, Fifth Harmony, *The Voice* and *Austin & Ally* were among this year's fan favorites, winning orange blimps at *Nickelodeon's 28th Annual Kids' Choice Awards*, Saturday, March 28, 8-9:30 p.m. (ET/tape delayed for West Coast). Hosted by recording artist/actor and kids' pick for Favorite Male Singer Nick Jonas, the awards were broadcast from Los Angeles' legendary "Fabulous" Forum, where kids celebrated their favorites from the worlds of film, music, television and more. Kids from around the world cast more than 500 million votes, a record-breaking tally.



Host Nick Jonas gets slimmed during the Nickelodeon 2015 Kids' Choice Awards. Photo: Kevin Winter/Getty/Nickelodeon©2015 Viacom International, Inc. All Rights Reserved.

Danger.

Multi-talented host Jonas opened the show with a stunning performance of his Billboard Top 10 smash, "Chains," and number-one radio hit, "Jealous." Backed by tween metal trio Unlocking the Truth, his theatrical set also featured a celeb-filled video montage, 3D elements and aerialists. Hip-hop phenomenon Iggy Azalea was joined by Academy Awardand Grammy-winner Jennifer Hudson onstage in a bold and dynamic rendition of their hit "Trouble," which continued the storyline of their popular music video. In an epic finale, Aussie pop-rock band 5 Seconds of Summer's powerful performance of "What I Like About You" literally blew out the slime-filled speakers. flooding the stage with thousands of gallons of slime.

This year's *Kids' Choice Awards* proved to be as messy as ever, from Jennifer Lopez presenting Jonas with his award and a surprise sliming; to the Favorite Family TV Show stars of *Modern Family* getting doused in goo; Jonas chugging a mug of slime in a "Dare or Dare" slime challenge; and a backstage pie fight between Chris Pratt and the cast of *Henry*

The stars of <u>The Thundermans</u> cleaned up the special live vote during the show, which garnered over 7 million votes. They beat out the casts of <u>Bella and the Bulldogs</u> and <u>Nicky, Ricky, Dicky & Dawn</u> and received the deluxe treatment from the first-ever human slime car wash complete with conveyer, spinning brushes, swinging flaps, spraying nozzles and, of course, tons of slime.

Kids and families paid tribute to their favorites by casting votes in 21 categories, from Feb. 20-March 28, including the newly introduced Favorite Talent Competition Show, Favorite Family TV Show, Most Addicting Game and Favorite New Artist. Fans were able to vote for their favorites across all of Nickelodeon's digital platforms including Nick.com; the Nick App on Android, iOS and Kindle; and through Twitter using #KCA.

The star-studded telecast featured additional celebrity participants, including: Jamie Foxx, Emma Stone, Liam Hemsworth, Chris Rock, Zendaya, Echosmith, Josh Gad, Tia Mowry-Hardrict, Grant Gustin, Debby Ryan, Chloe Bennet, Fifth Harmony, Joe

Jonas, Nick Cannon, Shawn Mendes, Kaley Cuoco-Sweeting, Kevin James, Mo'ne Davis, Skylar Diggins, Ross Lynch, Quvenzhané Wallis, Meghan Trainor, Jennette McCurdy, Laura Marano, Katherine Herzer, Jennette McCurdy and Bethany Mota, plus cast members from *The Haunted Hathaways*, *Instant Mom*, *SpongeBob SquarePants*, and many others.

Nickelodeon upped the digital presence during the *28th Annual Kids' Choice Awards*, offering cross-platform interactive experiences before, during and after the big show on Nickelodeon websites, Twitter, Facebook, and mobile and iOS devices. This year's ceremony brought together the on-air and online experience closer than ever before with a live stream of the broadcast, allowing kids and families everywhere to be a part of the night's festivities. Additionally, Nick Digital platforms offered exclusive real-time updates and photos from the carpet and backstage. Users were also able to participate in this year's live vote to determine which Nick cast would go through the first-ever human slime car wash! Fans can relive their favorite show moments by watching video highlights from the live show and flipping through orange carpet, live event and performance photo recaps. The app and website feature clips and photos from past *Nickelodeon Kids' Choice Awards* shows, along with promotional spots, original video, information about Nick Jonas, nominees, quizzes, and a KCA-themed game.

The live broadcast of *Nickelodeon's 28th Annual Kids' Choice Awards* encores Saturday, March 28, at 10 p.m. (ET/PT) on <u>Nick at Nite</u>, and Sunday, March 29, at 12 p.m. (ET/PT) on Nickelodeon. Replays of the awards will also air on CMT Sunday, March 29, at 3 p.m. (ET/PT); <u>Nicktoons</u> on March 30, at 8:30 p.m. (ET/PT); and <u>TeenNick</u> on Thursday, April 2, at 8:30 p.m. (ET/PT). *Nickelodeon's 28th Annual Kids' Choice Awards* will be available on Nickelodeon On Demand, Nick App and <u>Nick.com</u> beginning Sunday, March 29.

Presenting sponsors of *Nickelodeon's 28th Annual Kids' Choice Awards* are Amazon Fire HD Kids Edition, General Mills Cinnamon Toast Crunch™, Gogu®t& Fruit Snacks, Hasbro DohVinci, and Walmart. Associate sponsors are Bounty®, Capri Sun, McDonald's®, Nintendo and Toyota.

The following are Nickelodeon's 28th Annual Kids' Choice Awards winners:

TELEVISION:

Favorite Kids TV Show Austin & Ally

Favorite TV Actor Ross Lynch (Austin & Ally)

Favorite TV Actress
Laura Marano (Austin & Ally)

Favorite Cartoon SpongeBob SquarePants

Favorite Reality Show Dance Moms

Favorite Talent Competition Show *The Voice*

Favorite Family TV Show Modern Family

FILM:

Favorite Movie

The Hunger Games: Mockingjay - Part 1

Favorite Villain

Angelina Jolie Pitt (Maleficent)

Favorite Movie Actor

Ben Stiller (Night at the Museum: Secret of the Tomb)

Favorite Movie Actress

Emma Stone (The Amazing Spider-Man 2)

Favorite Animated Movie

Big Hero 6

Favorite Male Action Star

Liam Hemsworth (The Hunger Games: Mockingjay - Part 1)

Favorite Female Action Star

Jennifer Lawrence (The Hunger Games: Mockingjay - Part 1 and X-Men: Days of Future Past)

MUSIC:

Favorite Music Group

One Direction

Favorite Male Singer

Nick Jonas

Favorite Female Singer

Selena Gomez

Favorite Song Of The Year

"Bang Bang" (Jessie J, Ariana Grande and Nicki Minaj)

Favorite New Artist

Fifth Harmony

OTHER CATEGORIES:

Most Addicting Game

Minecraft

Favorite Book

Diary of a Wimpy Kid series

The 2015 *Nickelodeon's Kids' Choice Awards* will be seen in more than 431 million households in 160 countries and territories around the globe. Within hours of airing live in the United States, Canada and Australia, the show will roll out in internationally giving kids around the world the opportunity to tune into their local Nickelodeon channel to enjoy the show. In many international markets, the 2015 KCAs will feature country-specific award categories and nominees such as Lieblings-Videoblogger: Deutschland, sterreich, Schweiz (Favorite Videoblogger: Germany, Austria, Switzerland) and Artista Brasileiro Favorito (Favorite Brazilian Artist). Voting for the 2015 KCAs spanned six continents across 19 localized voting sites, in addition to Twitter hashtag voting (#KCA), giving kids practically everywhere the chance to decide who takes home a coveted blimp.

<u>Nickelodeon's 28th Annual Kids' Choice Awards</u> is produced by Nickelodeon Productions. Jay Schmalholz, Shelly Sumpter Gillyard, Andrew Llinares and Paula Kaplan are executive producers. Ben Thursby is co-executive producer.

Nickelodeon, now in its 35th 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 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, VIA.B).

Media outlets can access information for *Nickelodeon's 28th Annual Kids' Choice Awards* by logging onto NickKCApress.com.

Photos/Multimedia Gallery Available: http://www.businesswire.com/multimedia/home/20150328005025/en/

Nickelodeon:

Ariana Urbont, 310-752-8079

or Lilah Kojoori, 310-752-8206 or **Nick Jonas:** Derris & Company Patrick Confrey or Danielle Vitucci 212-500-0810

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