Nickelodeon Launches its First-Ever iPhone Applications

SpongeBob SquarePants, Dora the Explorer and iCarly Coming to Apple's iPhone App Store

NEW YORK Feb. 5 -- Nickelodeon is launching its first-ever series of iPhone and iTouch applications in the Apple iTunes App Store, featuring content based on iconic television series SpongeBob SquarePants, Dora the Explorer and iCarly. Nick will also launch extensions of its online gaming sites -- Shockwave.com and AddictingGames.com -- on the iPhone, including streaming mobile video applications and games.

"The iPhone offers a unique extension for Nickelodeon's properties in the streaming mobile application and gaming world," said Steve Youngwood, Executive Vice President, Digital Media, Nickelodeon Kids and Family Group. "We are implementing the latest designs and technologies to maximize the iPhone's touch-based platform, and creating a one-of-a-kind experience to coincide with each of our hit shows."

Nickelodeon signaled its entree onto the iPhone with a mini-application, The SpongeBob Tickler, on Jan. 20. Since launch, The SpongeBob Tickler, developed in partnership with Mobui (http://www.mobui.com), quickly leapt into the top 10 best-selling iTunes applications, receiving more than 3,000 downloads per day. Nick's full series of applications rolls out this week, led by SpongeBob SquarePants Atlantis Treasures (published by THQ) on Feb. 5. The additional series of Nickelodeon applications include:

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  --  A Dora the Explorer iPhone application will challenge kids to match
      shapes, count numbers and practice the alphabet in touch-and-shake
      oriented game play, based on a research-driven design. (launches in
      March [all dates in 2009])
  --  iCarly on the iPhone, published by Oasys, will be Nickelodeon's first
      live action iPhone application based on the number-one tween property.
      Players will help the iCarly crew get ready for their next webisode by
      issuing quests around school and playing mini games at Carly's studio.
      (launches in September)
  --  Shockwave's Daily Jigsaws-To-Go will include 40+ interactive puzzles
      and features that will allow users to download the new Daily Jigsaw on
      Shockwave.com daily. (launches in April)
  --  SpongeBob SquarePants: SpongeBob's Wacky Walk is an innovative
      platform game that will allow users to tap, swipe, tilt and shake
      scenery to get obstacles out of SpongeBob's way. (launches in April)
  --  Sara's Super Spa, an application based on the hit Shockwave.com web
      game, will combine time-management with touch based mini-games.
      (launches in June)
  --  SpongeBob SquarePants Diner Dash, published by Nickelodeon and
      PlayFirst(R), will create a portable SpongeBob-themed version of the
      popular casual game, Diner Dash, set in the Krusty Krab, the Chum
      Bucket and other under-the-sea locations. (launches in July)

    Additional applications will be introduced throughout the year.
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Nickelodeon, now in its 30th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 98 million households and has been the number-one-rated basic cable network for 14 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. (NYSE: VIA, VIA.B).

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