

Nickelodeon Orders a Second Season of Hit Animated Series Breadwinners

20-Episode Pick-Up for the Booty Shakin' Duck Tales

BURBANK, Calif.--(BUSINESS WIRE)-- A second season is in the oven for Nickelodeon's *Breadwinners*, a popular animated series that ranks #1 in its Saturday 11:00 a.m. time slot with Kids 2-11/6-11 and Boys 2-11/6-11. The announcement was made today by Russell Hicks, President, Content Development and Production. The outrageous comedy series, filled with infectious music and boundless energy, follows two quazy ducks who never give up on delivering bread to hungry beaks everywhere in their jet-fueled rocket van. The series will make its season one debut on the network's international channels this fall.



"The popularity and success of *Breadwinners* is a testament to our commitment to creator-driven animation," Hicks said. "We're thrilled to bring our audience another season of this great show as part of our continued pledge to building our pipeline of original animation."

The 20-episode order continues with more of SwaySway and Buhdeuce's wild and quazy adventures aided by their trusted allies: the Bread Maker, Ketta, T-Midi and Jelly. As SwaySway and Buhdeuce delve deeper into the expansive world of Pondgea, they dodge more menacing monsters, discover new magical breads, and meet more *riduckulous* customers along the way. No matter what, this duck duo will keep moving to the beat and getting bread up in yo beak!

Nickelodeon closed April as the top basic cable net in total day with Kids 2-11 (2.7/872K, up +4% versus a year ago) and total viewers (1.6M), securing its fourth straight monthly win driven by its hit animation and preschool roster.

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Breadwinners is created by Steve Borst (*Teen Titans Go!*, *MAD*) and Gary "Doodles" Di Raffaele (*MAD*, *Metalocalypse*), who was discovered from Nick's 2012 Animated Shorts Program. This team of emerging and innovative artists delivers a funny and original series for this new generation of kids. With vast inspirations from classic buddy-comedy animation, and various current gaming, internet and music cultures, this innovative show introduces the next duck duo who always keep their beaks up and their heads boppin'.

About Nickelodeon

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 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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