

## Spongebob Shops, Merchandise Featured in Walmart Stores Nationwide This March in Celebration of Spongebob Squarepants' 10th Anniversary

NEW YORK, March 12 -- Nickelodeon will celebrate SpongeBob SquarePants' 10th Anniversary this March by providing Walmart customers with unique in-store experiences and the biggest, happiest assortment of SpongeBob merchandise. For the entire month, a SpongeBob shop--"the Happy Place"--featuring SpongeBob apparel, DVDs, music, electronic, toys, books and other products, will spring to life in Walmart stores nationwide and on Walmart.com.

"Ten years of SpongeBob deserves something incredible," said Leigh Anne Brodsky, President, Nickelodeon/Viacom Consumer Products. "With a truly unique in-store experience and new, distinctive product at Walmart, customers feel like they are part of the SpongeBob tenth anniversary celebration."

The "Happy Place" will feature an array of SpongeBob-themed products, including:

- Exclusive apparel and accessories including t-shirts, back-packs, shoes and more;
- A DVD package, distributed by Paramount Home Entertainment, featuring the first-ever direct-to-DVD release of "SpongeBob vs. The Big One", with an exclusive SpongeBob lunchbox and computer game;
- A new SpongeBob SquarePants Greatest Hits CD (from Sony Music) with exclusive bonus tracks;
- The THQ SpongeBob cooking-themed video game "Beach Party Cook Off" with exclusive packaging;
- Exclusive Jakks Pacific plush toys including "Happy Birthday SpongeBob" and "Bob on Board";
- SpongeBob-themed bedding; toys, games, youth electronics and party items; books, activities and more.

A fully integrated TV, print and online media campaign and in-store support will highlight the new merchandise. SpongeBob signage will be featured in-stores, along with advertising in the Walmart circular. Content will also be featured on Walmart.com. Additionally, a microsite-[www.spongebobhappyplace.com](http://www.spongebobhappyplace.com)-has been developed exclusively for Walmart customers. "Invitations" to visit the website will be merchandised in stores and customers can plug in special codes online for exclusive SpongeBob content such as a virtual SpongeBob, party tips, and a behind-the-scenes video of the making of the SpongeBob Walmart commercial.

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).

SOURCE Nickelodeon

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