

Nickelodeon And Amazon.com Bring Yule Tide Greetings To Shoppers This Holiday Season With Launch Of Three Nick-Themed Boutiques

Fans Can Shop for Spectacular Gifts From Their Nickelodeon Favorites, Through Dec. 20!

NEW YORK, Nov. 26, 2013 /PRNewswire/ -- Nickelodeon and Amazon.com celebrate the holiday shopping season with the launch of three Nick-themed boutiques inspired by Latina heroine, *Dora the Explorer*; pop culture phenomenon, *SpongeBob SquarePants*; and the crime-fighting heroes in a half shell, *Teenage Mutant Ninja Turtles*. Kicking off today, each holiday boutique will feature more than 100 discounted products, with savings up to 50% off, ranging from \$5.99 - \$380.00. Products available for purchase span across the following categories: jewelry, electronics, toys, video games, furniture, home decor, CDs and DVDs, bedding and collectibles, including vinyl figures.

"Amazon is a trailblazer in the E-Commerce industry and we are thrilled to continue to work with them to develop innovative programs like the Nick Holiday Boutiques for our fans," said Dion Vlachos, Senior Vice President, Retail Sales and Marketing, Nickelodeon Group. "Through this program we're enabling shoppers to prepare for the busy gift giving season, offering an easy and streamlined way to purchase Nickelodeon goodies for everyone on their list."

Additionally, fans will be able to download one episode of each of the series for free through 12/2.

For a full list of products visit <http://www.amazon.com/nickelodeon>

About Amazon

Amazon.com, Inc. (NASDAQ: AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Amazon.com and other sellers offer millions of unique new, refurbished and used items in categories such as Books; Movies, Music & Games; Digital Downloads; Electronics & Computers; Home & Garden; Toys, Kids & Baby; Grocery; Apparel, Shoes & Jewelry; Health & Beauty; Sports & Outdoors; and Tools, Auto & Industrial. Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business. Kindle Paperwhite is the world's best-selling and most advanced e-reader. It features new display technology with higher contrast, the next generation built-in light, a faster processor, the latest touch technology, and exclusive new features designed from the ground up for readers. Kindle, the lightest and smallest Kindle, features improved fonts and faster page turns. The new Kindle Fire HDX features a stunning exclusive 7" or 8.9" HDX display, a quad-core 2.2 GHz processor, 2x more memory, and 11 hours of battery life, as well as exclusive new features of Fire OS 3.0 including X-Ray for Music, Second Screen, Prime Instant Video downloads, and the revolutionary new Mayday button. The all-new Kindle Fire HD includes an HD display, high-performance processor and dual speakers at a breakthrough price.

Amazon and its affiliates operate websites, including www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.co.jp, www.amazon.fr, www.amazon.ca, www.amazon.cn, www.amazon.it, www.amazon.es, www.amazon.com.br, www.amazon.in, and www.amazon.com.mx. As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

About Nickelodeon

Nickelodeon, now in its 34th 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 18 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). <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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