

## MSG Entertainment, Nickelodeon and Broadway Across America Announce Storytime Live! Sets New Radio City Box Office Record, Top Grossing One-Week Family Show in a Decade Exceeding \$2.8 Million

### Storytime Live! Tour Featuring Dora The Explorer, The Backyardigans, Wonder Pets and Ni Hao, Kai-Lan Announces New Tour Dates June 1 Thru October 2010

NEW YORK, May 18, 2010 (BUSINESS WIRE) --MSG Entertainment, Nickelodeon and Broadway Across America announced today that its 12 performance run of the live family production of Nickelodeon Presents Storytime Live!, which recently launched in February, 2010, has broken the record for ticket grosses of a week-long family touring show at Radio City Music Hall in the past decade. Total gross revenue for the production exceeded a staggering \$2.8 million, breaking the Radio City record previously held by Dora the Explorer Live in 2003.

"MSG Entertainment proudly offers the best live family entertainment at each of our venues and Storytime's success at Radio City Music Hall is a true testament to the partnership between MSG Entertainment, Nickelodeon and Broadway Across America, whose collective efforts continue to make family show history," said Bob Shea, executive vice president, Bookings, MSG Entertainment. "We are extremely pleased that so many families were able to enjoy this fantastic production and create memories at Radio City."

"We are proud that Nickelodeon has set yet another box office record at Radio City Music Hall," said Howard Smith, executive vice president, Nickelodeon Recreation. "The Storytime Live! show has been so popular with families that we are adding markets to the national tour, allowing even more families to experience some of their favorite characters in one unique production."

"Families have spoken and they love this show!" says John Gore, CEO, Broadway Across America. "Broadway Across America prides itself in creating a unique experience for our audiences. Storytime Live! really has something for everyone in the family."

In addition, Nickelodeon and Broadway Across America announced over 40 additional markets will be added to the *Storytime Live!* tour schedule. These include: Southern California, Seattle, Ft. Lauderdale and Houston. The tour is scheduled to visit more than 70 cities in 2010. More information can be found and tickets can be purchased on [www.nicklivetour.com](http://www.nicklivetour.com). A list of additional tour dates is below.

Storytime Live! is the first-ever live family theatrical tour featuring characters from four of the top preschool shows on television today: *Dora the Explorer*, *The Backyardigans*, *The Wonder Pets!* and *Ni Hao, Kai-lan*. Preschoolers and their parents can see their favorite Nick Jr. characters come to life in one action-packed on-stage adventure hosted by Nick Jr.'s Moose A. Moose and Zee. Each segment of *Storytime Live!* takes kids and their families on a brand-new adventure, whether its leaping into Fairytale Land with Dora and Sleeping Boots, journeying through Filthingham with *The Backyardigans*, hopping into Wonderland with the *Wonder Pets!* or jumping on clouds with Kai-lan and the Monkey King.

#### STORYTIME LIVE 2010 TOUR DATES

May 22-23	Boston, MA	The Wang Theatre
June 1-2	Grand Rapids, MI	Devos Hall
June 4-6	Philadelphia, PA	Merriam Theater
June 8-9	Birmingham, AL	BJCC
June 11-13	Atlanta, GA	Fox Theater
June 16-17	Columbus, OH	Palace Theater
June 19-20	Baltimore, MD	Hippodrome
June 22-23	Louisville, KY	Kentucky Center for the Arts
June 25-27	Charlotte, NC	Blumenthal
July 7-8	Cincinnati, OH	Aronoff Center
July 9-11	Indianapolis, IN	Clowes
July 13-14	Little Rock, AR	Robinson Center
July 15	Tulsa, OK	Mabee Center
July 16-17	St. Louis, MO	Fox Theater
July 18	Cape Girardeau, MO	Show Me Center
July 20	Jackson, MS	Thalia Mara Hall
July 22	Monroe, LA	Monroe Civic Center
July 23-25	New Orleans, LA	Mahalia Jackson

July 27-28	Jacksonville, FL	Times Union Hall
July 29	Tallahassee, FL	Leon County Civic Center
July 31 - August 1	Tampa, FL	TBPAC
August 4-5	Orlando, FL	Bob Carr
August 6-8	Ft. Lauderdale, FL	Broward Center
August 10-11	Pensacola, FL	Saenger Theater
August 13-15	Houston, TX	Hobby Center
August 17	Lubbock, TX	City Bank Auditorium
August 18-19	Austin, TX	Long Center
August 20-22	San Antonio, TX	Majestic Theater
August 24-25	Corpus Christi, TX	Selena Auditorium
August 27-29	Grand Prairie, TX	Nokia Theater
September 14	Lincoln, NE	Lied Center
September 16	Sioux Falls, SD	Washington Pavillion
September 18-19	Kansas City, MO	Midland Theater
September 21	Oklahoma City, OK	Music Hall
September 23	Kearney, NE	Viaro Event Center
September 27	Cheyenne, WY	Civic Center
September 28	Casper, WY	Casper Events Center
October 1-2	Glendale, AZ	Jobing.com Arena
October 3	Prescott Valley, AZ	Tim's Toyota Arena
October 8-10	Albuquerque, NM	Pope Joy Hall
October 16-17	Los Angeles, CA	Nokia Theater
October 22-24	Seattle, WA	Paramount Theater
October 30-31	Costa Mesa, CA	OCPAC

### About MSG Entertainment

MSG Entertainment (MSG), the live entertainment arm of Madison Square Garden, Inc. (Nasdaq: MSG), is a worldwide entertainment company recognized for its signature combination of event production and entertainment marketing. In addition to the nearly 900 entertainment concerts and events that take place each year at Radio City Music Hall, Madison Square Garden, The Theater at Madison Square Garden, The Beacon Theatre and The Chicago Theatre, MSGE has an exclusive co-booking agreement with Boston's Citi Performing Arts Center/ Wang Theatre. MSG Entertainment's live events include the Radio City Christmas Spectacular, which includes the national arena tour and the theatrical tour and has played to more than 69 million in 63 different cities across North America. Additionally, MSGE has an ongoing partnership with Cirque du Soleil to create new content and productions for its venues. Wintuk, which premiered in 2007, was built exclusively for The Theater at Madison Square Garden and runs every holiday season. Banana Shpeel, which opened in Chicago in 2009, will premiere in New York in 2010. More than five million people attend MSG Entertainment branded events annually including concerts, special events, and family attractions.

### About Nickelodeon

Nickelodeon, now in its 31st 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 16 consecutive years. For more information or artwork, visit [www.nickpress.com](http://www.nickpress.com). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

### About Broadway Across America

Broadway Across America (Producer) is owned and operated by British theatre producer John Gore (CEO) and entertainment industry veteran Thomas B. McGrath (Chairman). Broadway Across America presents first-class touring musicals and plays across 40 North American cities. Under the supervision of Beth Williams (COO & Head of Production), Broadway Across America is also dedicated to the development and production of new and diverse theatre. Current Broadway productions include *Promises, Promises*, *Million Dollar Quartet*, *Lend Me a Tenor*, *La Cage Aux Folles*, *Hair* and *West Side Story*. Touring productions include *Dreamgirls* and Nickelodeon's *Storytime Live*. Please visit [BroadwayAcrossAmerica.com](http://BroadwayAcrossAmerica.com).

SOURCE: MSG Entertainment, Nickelodeon and Broadway Across America

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