

# Nickelodeon Acquires Mary-Kate Olsen and Ashley Olsen Library of Series, Movies and Specials

**First Title *So Little Time* Debuts April 27 on Nick**

NEW YORK--(BUSINESS WIRE)-- [Nickelodeon](#) is bringing the content library of beloved TV and style icons Mary-Kate Olsen and Ashley Olsen to its screens through the acquisition of four series, seven TV movies and two music video specials starring the actresses. The first title from the library to debut, *So Little Time*, will air on Nickelodeon, Monday, April 27, at 7:30 p.m. (ET/PT) with episodes airing every weekday. Following this linear launch, the Olsens' catalogue will continue to roll out across Nickelodeon's ecosystem of multiple screens later this year.



Mary-Kate and Ashley Olsen Portrait (Credit: Amy Troost)

*Ashley's* (10 episodes); *So Little Time* (26 episodes); and *Mary-Kate and Ashley in Action!* (26 episodes).

TV movies: *Mary-Kate & Ashley's Fashion Forward*; *Our Lips Are Sealed*; *Winning London*; *Holiday in the Sun*; *When in Rome*; *Getting There: Sweet 16* and *Licensed to Drive*; and *The Challenge*.

Music specials: *Mary-Kate & Ashley Olsen: Our Music Video* and *Mary-Kate & Ashley Olsen: Our First Video*.

Dualstar Entertainment Group, founded in 1993, originally focused solely on entertainment, producing a series of nearly 50 short and long form direct-to-video titles starting Mary-Kate Olsen and Ashley Olsen. Today, Dualstar Entertainment Group is a distinctive boutique global brand management company renowned for developing and owning lifestyle brands to fulfill market niches along the fashion spectrum including The Row, Elizabeth and James, and Olsenboye.

Nickelodeon, now in its 36<sup>th</sup> 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 20 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, VIAB).

Spanning a decade of adventures (1994-2003) from Mary-Kate and Ashley, the titles acquired by Nick include the animated series *Mary-Kate and Ashley in Action!*; live-action movies *Winning London* and *When in Rome*; and greatest hits music compilation, *Mary-Kate & Ashley Olsen: Our Music Video*.

"Mary-Kate and I are excited to announce our video library will be available to the Nickelodeon community," said Ashley Olsen.

"Nickelodeon has been at the forefront of kids entertainment for decades. We believe this is the perfect home for our library," added Mary-Kate Olsen.

"We're incredibly excited to bring Mary-Kate Olsen and Ashley Olsen's video library to Nickelodeon," said Keith Dawkins, SVP and General Manager, Nicktoons, TeenNick and Nick Jr. "The timeless content and style, relatable sibling dynamics and overall appeal of Mary-Kate and Ashley make this a great addition to Nick's platforms."

Nickelodeon has acquired the following titles in the Mary-Kate and Ashley library:

Series: *The Adventures of Mary-Kate & Ashley* (11 episodes); *You're Invited to Mary-Kate & Ashley's* (10 episodes); *So Little Time* (26 episodes); and *Mary-Kate and Ashley in Action!* (26 episodes).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150423005867/en/>

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