



June 21, 2016

Nickelodeon Consumer Products Kicks off Global Merchandising Program for Iconic Slime at Licensing Expo

LAS VEGAS--(BUSINESS WIRE)-- Nickelodeon announced today the launch of a new global merchandising program at Licensing Expo in Las Vegas for Slime, the network's iconic and beloved green goo. Nickelodeon will seek major merchandising and promotional partners, spanning categories including apparel, home furnishings, toys, consumer packaged goods and more.

"Slime is the ultimate badge of honor for kids and is recognized and loved by Nickelodeon fans of all ages," said Pam Kaufman, Chief Marketing Officer and President, Nickelodeon Consumer Products. "It represents the playfully disruptive nature of being a kid, and so we are thrilled to expand its presence in the market and enable our fans to experience it in new and unexpected ways."

The global Slime merchandising program joins in the ongoing celebration of Nickelodeon's heritage including Jeremy Scott's Fall 2016 collection featuring Ren & Stimpy; '90s Nickelodeon nights at NBA games across the country; an international partnership with TopMan on a collection of t-shirts, hoodies and sweatshirts that feature classic Nick '90s characters; and more programs set to debut later this year based on beloved Nick properties.

About Nickelodeon

Nickelodeon, now in its 37th 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 90 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).

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160621005928/en/>

Media:

Nickelodeon

Talia Yates

Talia.Yates@nick.com

Source: Nickelodeon

News Provided by Acquire Media