

Nickelodeon and Monnalisa Partner for a New Infants and Girls Collection with Pieces Inspired by SpongeBob SquarePants

Monnalisa Will Launch the SpongeBob SquarePants Branded Pieces During Pitti Bimbo Fashion Week in Florence

LAS VEGAS--(BUSINESS WIRE)-- **Nickelodeon Viacom Consumer Products** and **Monnalisa**, a world leader in fashion apparel for infants and kids, today announced their first collaboration for a new fashion collection featuring Nickelodeon's world-renowned and beloved cartoon **SpongeBob SquarePants**.



The brand new clothing line for infants and girls will be distributed internationally in more than 70 countries in Asia, the Middle East, Europe, the Americas, and in the U.S. Monnalisa will officially launch the new collection with a special event at Pitti Bimbo Fashion Week, taking place at the end of June in Florence.

Monnalisa comments on this new collaboration: "The launch of Monnalisa Fun meets the need for a metropolitan, international, and casual way of dressing with a practical aspect, but for young fashion lovers! In this new line we have put color, joy and energy," said Barbara Bertocci, Creative Director at Monnalisa SpA. "For its debut we chose to partner with a cartoon character full of optimism like SpongeBob. We are very enthusiastic about this partnership."

Ron Johnson, EVP of Nickelodeon Viacom International Consumer Products adds: "SpongeBob SquarePants is beloved by all generations. He is universally relatable, and his innocence and persistent positivity make him appealing to adults and children around the world. We're thrilled to partner with Monnalisa and to see SpongeBob SquarePants embraced by his youngest fans and their parents."

SpongeBob SquarePants chronicles the nautical and sometimes nonsensical adventures of SpongeBob SquarePants, an incurably optimistic and earnest sea sponge, and his undersea friends. The series is seen in more than 170 countries and territories and in more than 35 languages. It is the most widely distributed property in Viacom Media Networks history.

About Monnalisa

Monnalisa, a leading high-end childrenswear company, established in 1968 in Arezzo, is distributed in over 60 countries all over the world through its own flagship stores (Milan, Arezzo, Florence, Forte dei Marmi, Naples, New York, Los Angeles), exclusive international

Piece from the 2015 Spring/Summer Monnalisa line featuring SpongeBob SquarePants. (Photo: Business Wire)

department stores and over 1,000 multi-brand boutiques. The company closed 2013 with a turnover of 39 million Euro (forecast for 2014: 40 million Euro) with export taking 65% of the total production. Top-quality and interesting fashion content go alongside noticeable investment in research and development and great sensibility.

About Nickelodeon & Viacom Consumer Products (NVCP)

Nickelodeon & Viacom Consumer Products (NVCP) manages the world's third largest licensing business, representing leading properties such as *Teenage Mutant Ninja Turtles*, *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTV, and Spike TV outside the US. All related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIAB, VIA)

About Nickelodeon

NICKELODEON is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company's portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon's brands are seen globally in more than 450 million households in over 100 countries and territories via more than 70 locally programmed channels and syndication. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's

leading creators of programming and content across all media platforms.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140617006264/en/>

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