

Nickelodeon Unveils Tech Toy Line-Up at Toy Fair 2009

Top Kids' Entertainment Brand Creates New Interactive Toys Inspired by Hit Properties Including Dora the Explorer, Ni Hao, Kai-lan, iCarly and Neopets

NEW YORK, Feb. 17-- Nickelodeon and Viacom Consumer Products (NVCP) today unveiled an exciting line-up of interactive and electronic toys for Toy Fair 2009 sporting some of kids' favorite Nickelodeon personalities including Dora the Explorer, Ni Hao, Kai-lan, iCarly, and Neopets, the most engaging youth-focused virtual world on the web. The products combine affordability and functionality with the specific attributes and personality of each iconic brand with surprising technology that lets kids be kids, while still giving them control. NVCP's new interactive products come from premier partnerships with the top names in the toy business including Fisher-Price, Playmates, and JAKKS Pacific, among others.

"Kids expect the latest technology and the characters they love in their play patterns, and Nickelodeon brings both to the table at this year's Toy Fair," said Leigh Anne Brodsky, President, Nickelodeon and Viacom Consumer Products. "These new toys for 2009 can empower kids of all ages to express their personality with technology that's fun, easy-to-use and interactive. We think our new tech toys will provide a great Nick experience for kids -- and a great way to interact with our brand."

NVCP has become a leader in the interactive toy arena due in large part to its expertise reflecting kids' comfort and exposure to increasingly sophisticated technology at a younger age. Over the past couple years, NVCP has partnered with Imation to create a line of consumer electronics called Npower that combines the core personalities of Nickelodeon's hit properties with the most up-to-date, easy-to-use technologies. The line with Imation featured more than 30 products including digital cameras, photo frames, MP3 players, DVD players, web cams, camcorders, and more. A new line of Npower items is slated to launch at mass retailers in the fall.

Full details on NVCP's interactive Toy Fair line-up is below.

Dora the Explorer

Dora the Explorer also joins the ranks of interactive dolls with the "Dance with Me Dora," also from Fisher-Price. The magical, interactive dancing doll is inspired by the "Dora Saves the Crystal Kingdom" TV movie event airing in fall 2009. Dora is clothed in her signature dress from the movie and sparkles in crystals from head to toe! With two modes of play -- Dora dancing one of four beautifully choreographed dances or singing one of the Crystal Kingdom songs -- girls will have fun with Dora.

Ni Hao, Kai-lan

Among the first ever Ni Hao, Kai-lan products, Fisher Price premieres the interactive "I Feel Super" doll. Dressed just like she appears on the show, the doll brings Kai-lan's heart and emotions to life. Kai-lan invites girls to hold her hands and when they let go, her heart lights up in one of six colors, each corresponding to a different emotion. The doll moves her head, eyes and arms in response to how she's feeling and asks girls to interact with her. She also sings and repeats phrases from the show.

iCarly

Capturing the lifestyle of today's trendy middle-schooler, the Playmates product line will include hip collectible vinyl figures. The figures will feature stylized designs and distinctive materials, detailed accessories and environments. An iRolePlay Applause-O-Meter will allow girls to imagine themselves on-set with Carly and her friends.

Neopets

JAKKS teams up with Nickelodeon to create the only Neopets collectible that reacts directly to online play. The new Neopets 5" Deluxe Interactor Plush hooks directly into the computer with a USB connection. The item features direct Online-to-Offline Interaction, electronic movement with light-up feature, and a virtual prize code. Kids can collect and connect multiple Interactors for greater experience with the game.

About Nickelodeon & Viacom Consumer Products

Nickelodeon & Viacom Consumer Products manages the world's third largest licensing business, representing leading properties such as SpongeBob SquarePants and Dora the Explorer, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 30th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 98 million households and has been the number-one-rated basic cable network for more than 14 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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