

Humanity and Nickelodeon/Viacom Consumer Products Partner to Create Limited-Edition Eco-Chic, Luxury Fashion T-Shirts

SpongeBob SquarePants "Stars" as Pro-Social Messenger in Design of Cutting-Edge T-Shirt

NEW YORK, Jan. 16 /PRNewswire/ -- Nickelodeon & Viacom Consumer Products (NVCP) and Humanity, a cause-driven clothing line, are partnering to create a series of five environmentally themed t-shirts inspired by the network's top animated phenomenon SpongeBob SquarePants. SpongeBob will be a featured part of The Big Green Help's water conservation campaign, "SpongeBob and You Save the Big Blue." Kicking off just in time for its 10th Anniversary, the first t-shirt will make its debut in Park City, Utah, during the 2009 Film Festival.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090116/NY59726-a>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090116/NY59726-b>)

Marking the first retail presence for Nickelodeon's ongoing The Big Green Help campaign, the new line of t-shirts will be available in men's, women's, boys', and girls' sizes. Each tee is proudly made in the U.S. from 100% organic cotton, encrusted with crystals and features schools of fish, jelly fish, turtles and other marine life. Sponge Bob holds the prime spot on the front of the shirt, standing next to a garbage can which reads "Save the Big Blue," and the inside of the shirt tells the story of Nickelodeon's Big Green Help campaign.. Retailing at \$98, the tees will hit shelves later this year.

"As Nickelodeon celebrates SpongeBob's 10th Anniversary, we are enthused to partner with Humanity, a company who shares our mission to increase visibility of environmental concerns," said Hal Snik, Senior Vice President of Domestic Licensing, NVCP. "This line of products will appeal not only to die-hard SpongeBob fans, but to trendsetters and eco-connoisseurs alike."

"We are honored to work with Nickelodeon in continuing our philanthropic efforts," said Helena Cho, fashion designer and Co-Founder of Humanity. "We hope that just as SpongeBob always conveys an environmentally conscious message to his audience, this t-shirt will do the same to children and adults alike."

Nickelodeon's pro-social campaign, The Big Green Help, will help raise awareness about the oceans and water conservation in 2009 with "SpongeBob and You Save the Big Blue," in partnership with the Natural Resources Defense Council (NRDC) and the National Wildlife Federation (NWF). "Save the Big Blue" public service announcements will air on Nickelodeon throughout the year, and both organizations will support educational activities and programs at aquariums and zoos throughout July. Additionally, NRDC and NWF will help raise awareness with their members and incorporate "Save the Big Blue" messaging into their grassroots activities.

Yellow is the new black this year, which means that it's the perfect time to get 'Happy Squared' in honor of the landmark tenth anniversary of SpongeBob SquarePants. With that in mind, Humanity jumped at the chance to collaborate with one of the most popular characters and continue on their mission to inspire and motivate people all over the world. Kicking off with the first-ever SpongeBob live cast reading during the 2009 Film Festival in Park City, Nickelodeon will celebrate the pop culture icon throughout the year with TV specials, original online content, and new lines of apparel, toys, and games.

About Humanity

Founded in 2008 by Helena Cho and Tammy Hotsenpiller, Humanity is a tapestry of art and written text that unfolds the story of individuals, social justice, and the environment. The company was created as a dynamic, branded, lifestyle approach to humanitarianism. Between the executive life coach experience of Tammy Hotsenpiller and Helena Cho's fashion design background, Humanity is the perfect mix of cause and couture. For more information, please visit www.humanityforall.com

About SpongeBob SquarePants

SpongeBob SquarePants is one of the most popular series in kids' television history. It has been the number-one animated program with Kids 2-11 for more than six consecutive years and its Saturday morning airing ranks as the top-rated program on television among Kids 2-11. Adult viewers also continue to tune in and have increased by 121% since the premiere of the show in July 1999 (Nielsen Media Research, based on A18-34 (000), September 2008 vs. July 1999, all SB telecasts combined). Nearly 70 million viewers watch SpongeBob SquarePants monthly (Nielsen Media Research, May 2008). The most widely distributed property in MTV Networks' history; SpongeBob SquarePants is syndicated in 171 markets in 25 languages and is among the top rated kids' shows, across broadcast and cable, in every major television market around the world.

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 14 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

SOURCE Nickelodeon

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(VIA VIA.B)