

Nickelodeon's SpongeBob SquarePants Joins Ranks Of A-Listers Like Brad Pitt, Lady Gaga And Katy Perry On eBay Celebrity

SpongeBob is First-Ever Animated Character to Participate in eBay's Celebrity Program

NEW YORK, Dec. 5, 2013 /PRNewswire/ -- Nickelodeon's SpongeBob SquarePants celebrates a new milestone by becoming the first animated character on eBay Celebrity. From now through Dec. 7, fans have the opportunity to bid on limited-edition experiences and SpongeBob-themed memorabilia autographed by series creator Stephen Hillenburg. Items include a signed copy of the *SpongeBob SquarePants* pilot script, custom-painted Nintendo Wii console, art prints and more. All merchandise is available by visiting: <http://celebrity.ebay.com/SpongeBob>.

(Photo: <http://photos.prnewswire.com/prnh/20131205/NY28437>)

All proceeds from the charity auction will benefit the Natural Resources Defense Council (NRDC), an international environmental non-profit that works to protect people, the places they live and the natural resources we all depend on. This is one of several Nickelodeon-themed auctions that will be introduced throughout 2014, benefiting a variety of charitable organizations.

"We are thrilled to have SpongeBob as the first animated character to have its own eBay celebrity page," said Pam Kaufman, Chief Marketing Officer and President of Consumer Products, Nickelodeon. "The SpongeBob charity auction will give fans and collectors around the world a chance to own a piece of SpongeBob and his world, while benefiting a remarkable charity with a meaningful cause."

Stars who've participated in the eBay Celebrity program include Christina Aguilera, Ellen DeGeneres, Scarlett Johansson, Blake Lively, John Mayer, Shaquille O'Neal, Hayden Panettiere, Seth Rogan, Blake Sheldon, Jon Stewart, Charlize Theron and Kanye West, among others.

Since its launch in July 1999, *SpongeBob SquarePants* has become one of the most beloved animated characters in TV history and a global pop culture phenomenon. Currently in its 14th year, the series continues to be one of the most-watched animated series with kids, with one third of its audience 18-49. *SpongeBob SquarePants* is one of the most 'liked' animated series on Facebook, with more than 90 million fans. As the most widely distributed property in Viacom history, SpongeBob is seen in over 170 countries and translated in more than 35 languages. Over the past several years, SpongeBob has averaged more than 100 million total viewers every quarter across all Nickelodeon networks.

About eBay Marketplaces

eBay is one of the world's largest online marketplaces, connecting people with the things they need and love virtually anytime, anywhere. eBay has 124 million active users globally and more than 500 million live individual and merchant listings at any given time, the majority of which is new and fixed-price merchandise. With mobile apps available in 190 countries, eBay delivers a personalized shopping experience and seamless access to inventory from down the street and around the world. Tailored shopping experiences, including eBay Fashion and eBay Motors, customize buying and selling; and eBay provides variety and choice for sellers by enabling them to offer goods through online, mobile and local channels to consumers around the world. For more information, visit www.ebay.com.

About Natural Resources Defense Council

The Natural Resources Defense Council (NRDC) is an international nonprofit environmental organization with more than 1.4 million members and online activists. Since 1970, our lawyers, scientists, and other environmental specialists have worked to protect the world's natural resources, public health, and the environment. NRDC has offices in New York City, Washington, D.C., Los Angeles, San Francisco, Chicago, Bozeman, MT, and Beijing. Visit us at www.nrdc.org and follow us on Twitter [@NRDC](https://twitter.com/NRDC).

About Nickelodeon

Nickelodeon, now in its 34th 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 18 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, VIA.B). <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

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