

For Immediate Release



NICKELODEON & VIACOM CONSUMER PRODUCTS AND FORBIDDEN PLANET LAUNCHES *INVADER ZIM* RETRO RANGE

Invader Zim apparel and giftware exclusively available in-store and online

London, 28th November 2016 – Nickelodeon & Viacom Consumer Products and Forbidden Planet (London) Limited have teamed up to bring an exclusive range of *Invader Zim* apparel, housewares and everyday accessories to the entertainment retailer's UK and online stores.

The range features fan-favourite Zim and his faithful companion GIR and includes t-shirts, mugs, coasters and travel pass holders with retail prices ranging from £2.99 to £17.99. The full collection will be on sale at Forbidden Planet stores across major UK cities from today. Zim fans can also purchase the entire range online at forbiddenplanet.com along with previously available vinyl figurines and graphic novels.

The partnership between Nickelodeon & Viacom Consumer Products and Forbidden Planet follows the successful Teenage Mutant Ninja Turtles exclusive range that launched at Forbidden Planet last year. The retailer is set to unveil more Nickelodeon lines in 2017.

Marianne James, Marianne James, VP Commercial Partnerships, Consumer Products and Experiences for Nickelodeon UK & Ireland said, "From the success of the Teenage Mutant Ninja Turtles range, we know that Forbidden Planet is a strong and passionate partner with a great eye for properties and products that will be coveted by fans. *Invader Zim* is a cult favourite and the striking design of the show works beautifully over the product range."

Omar Khan, Licensing and Special Projects Manager, Forbidden Planet added, "I'm hugely excited that *Invader Zim* will find a new home at Forbidden Planet later this year. Our direct-to-retail line features exclusive clothing and everyday accessories for the hard-core Zim fan - from t-shirts to travel pass holders. Previously, we've had lots of interest with our ongoing line of retro Teenage Mutant Ninja Turtles products, especially our Christmas jumper. Along with other fantastic Nickelodeon Retro properties, we can't wait for Zim and friends to conquer our stores!"

Critically acclaimed, the Emmy Award-winning *Invader Zim* was created by Jhonen Vasquez and first aired on Nickelodeon UK in 2002. After nearly destroying his home planet, *Invader Zim* is eager to redeem himself to the leaders of his home planet, Irk. Joined by his malfunctioning robot servant GIR, Zim's mission is to conquer Earth and enslave the human race.

Nickelodeon UK & Ireland

The home of SpongeBob SquarePants, Teenage Mutant Ninja Turtles, Paw Patrol and Dora the Explorer, Nickelodeon UK & Ireland Network is available in over 13 million cable and satellite homes and now reaches more than 10 million viewers a month. Launched in 1993, the top-performing Nickelodeon network comprises seven dedicated entertainment channels for kids aged 4-15 and their families: Nickelodeon, Nickelodeon HD, Nickelodeon +1, Nicktoons, Nick Jr., Nick Jr. +1 and Nick Jr. Too. The entertainment company has built a diverse multi-platform business by putting kids first in everything it does – Kids Rule! Content is at the core of the business with critically-acclaimed and hugely-popular television programming from the UK and around the world. In addition to the quality television programmes, Nickelodeon also produces bespoke content available online and on Nick Play, as well as consumer product and recreation opportunities such as the UK's first-ever Nick theme park, Nickelodeon Land and the Nickelodeon Store in Leicester Square.

Forbidden Planet

Forbidden Planet is the world's largest and best-known science fiction, fantasy and cult entertainment retailer and the largest UK stockist of the latest comics and graphic novels. We specialise in selling action figures, books, comics, DVDs, graphic novels and toys and we offer all the best merchandise from the cult cream of movies and television. We have exciting stores across central and southern England, including our famous London Megastore on Shaftesbury Avenue, and Megastores in four other major cities.

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