



THE NICKELODEON STORE LEICESTER SQUARE TURNS ONE

Nickelodeon's Flagship Store Celebrates Anniversary with Special Activities this Saturday

London, 24th May 2016 – The Nickelodeon Store Leicester Square turns one on **Monday 30th May 2016**. To celebrate the anniversary of the European Flagship Store, customers are invited to enjoy special birthday-themed activities taking place at the Nickelodeon Store on Saturday 28th May between 12noon - 8:00pm.

Tina Calvo, CEO of Entertainment Retail Enterprises said: "We are thrilled to reach another milestone event with our London Flagship Store. The Store offers a unique and interactive environment for our customers with a full assortment of exclusive product. We are proud of the efforts of our London Store Team and look forward to continued growth as we move forward into additional international markets with Nickelodeon."

Located at One Leicester Square, the Nickelodeon Store has welcomed an estimated 650,000 visitors over the last year and has introduced over 2,500 new items since it opened. The Store has sold over 170,000 items with the SpongeBob London Guard, an exclusive to the Nickelodeon Store Leicester Square, proving to be the most popular soft toy. Over 20,000 colouring sheets have been coloured in by Nickelodeon Store customers in the last 12 months.

Activities planned for the birthday celebrations include a balloon artist for visitors, a colouring competition as well as an appearance from SpongeBob SquarePants.

The Nickelodeon Store features over 4000 square feet of Nickelodeon merchandise and memorabilia showcasing beloved brands such as *SpongeBob Squarepants*, *Teenage Mutant Ninja Turtles*, *PAW Patrol* and *Rugrats*. In addition to the extensive line of merchandise, the Nickelodeon Store also features the Dora the Explorer colouring tree and SpongeBob Pineapple I-Pad bar. The Nickelodeon Store is open every day with fans also able to purchase Nickelodeon items online at nickelodeonstore.co.uk.

The Nickelodeon Leicester Square Store is one of eight around the world, with stores located in Chile, Panama, Columbia, Costa Rica and Honduras. The ninth Nickelodeon Store is set to open in summer 2016 in the Dubai Mall.

Notes for Editors:

Fun Facts about Nickelodeon Store Leicester Square

1. The Nickelodeon Store spans two floors and is more than 418m² which could fit six Double Decker London buses.
2. The store has a glass frontage of 116m² making it more than twice the size of the BFI London IMAX screen.

3. If you stacked every cuddly toy for sale in the store it would reach higher than the London Olympic Stadium (63m).

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 500 million households across more than 130 territories, via more than 70 locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.

About Entertainment Retail Enterprises

Based in Orlando Florida, Entertainment Retail Enterprises has over 25 years' experience in brand building, creating cross category merchandise solutions and compelling retail environments with premium global brands. The global distribution platform enables consistent brand delivery that encompasses turnkey shop-in-shop solutions, on line stores and branded retail stores.

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