

NICKELODEON INTERNATIONAL ENTER LICENSING AGREEMENT WITH SAMBRO FOR SLIME CONSUMER PRODUCT RANGE

London, 23rd January 2018 – Nickelodeon have agreed an international licensing deal with merchandising company SAMBRO who will launch a range of slime related products to appeal to the 3+ market, on the shelf and through selected online retailers in the UK from April 2018.

Nickelodeon has been synonymous with slime since the commercial kids' network introduced the green semi-viscous substance to kids in 1982.

The hero product in the SAMBRO range is the Nickelodeon Slime Blaster. The pump action style device is capable of projecting the infamous green liquid up to seven metres. Coming with 10 packs of instant slime in two colours every kid will be fully prepared and tooled up for every slime adventure.

Also available is a Hyper Blaster Accessory Pack, which will allow kids to enhance their Slime Blaster, containing a holster for rapid sliming as well as a further 10 packs of instant slime which ensures that the action won't stop. Additional Instant Slime Refills are available in packs of 10.

Nickelodeon and SAMBRO are also catering for kids with a creative streak by introducing a "make your own" range. Comprising slime powder and slime activator kids can mix, shake and make green, pink and blue slime. Glow in the dark, glitter and noisy tubs of slime will also be available.

Commenting on the range Mark Kingston, Senior Vice President, Nickelodeon and Viacom Consumer Products, Viacom International Media Networks, said "Slime is iconic and synonymous with both Nickelodeon and free spirited fun."

Nikki Samuels, Licensing Director at SAMBRO said "We love working with Nickelodeon and this partnership is one of the best yet. Slime is one of the most popular crazes amongst kids today. This line enables kids to both make slime and get creative in its applications."

- ENDS -

About Nickelodeon

The home of *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles*, *PAW Patrol* and *Nella the Princess Knight*, 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 slimiest music festival for kids, SLIMEFEST UK.

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