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## **SpongeBob Splashed Into Nick Hotel in 4-D**

*Nickelodeon Family Suites Unveils Cutting-Edge 4-D Experience Theater*

**ORLANDO, Fla.** (June 24, 2008) – This summer the Nick Hotel takes guests on a ride they will never forget with innovative new entertainment technology in a brand new 4-D theater. In partnership with SimEx-Iwerks Entertainment, the 4-D Experience offers six different films for all ages, and allows viewers to experience wind, water, bubbles, scents, slime, and much more while journeying along with the likes of SpongeBob SquarePants and Patrick Starfish, all in the comfort of a state-of-the-art theater.

“This new 4-D Experience will make a wonderful addition to the Nickelodeon Family Suites in Orlando.” Jim Olson, vice president of operations explains. “SpongeBob SquarePants and the 4-D Experience are a natural fit for our world-class family hotel. We know this magical attraction will keep families entertained and laughing for years to come.”

With the addition of the 4D Experience, the Nick Hotel continues to be a leader in providing family-friendly entertainment that is relevant and fun for all generations. Grandparents, kids and parents will delight in swimming along with SpongeBob as he searches for a runaway pickle in his desperate quest to make the perfect Krabby Patty. For more adventurous spirits, an extreme log ride in 4D is just the ticket followed by a trek through a 4D Funhouse with surprises around every corner. Even the ‘tweens will enjoy nightly shows that include a 4D Dinosaur spectacular or a trip to the Deep Sea in 4D.

No Nickelodeon experience would be complete without slime, and the new theater delivers. Guests experience a virtual sliming at the beginning of each of the six features. From zany adventures to awe-inspiring characters and effects, the 4D Experience will take its place among the leading attractions in Orlando.

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Once guests arrive, there are plenty of free activities to enjoy at the Nick Hotel including non-stop family excitement at the hotel's two water parks with live poolside games, basketball, mini golf, Dive-In movies and daily mass slimings. There is also free live Nickelodeon entertainment where someone is guaranteed to get pied.

Also at Nick Hotel, there are plenty of activities for an upgraded experience, including daily Character Breakfast with SpongeBob SquarePants, Dora the Explorer and friends at Nicktoons Café. At the Kid's Spa, girls can be pampered with manicures, pedicures and hair wraps, while boys are inked with temporary tattoos. At the 3,000-square-foot Arcade, families can play with the latest electronic games. And, with the fully supervised Nick After Dark, parents are allowed to enjoy a night out while the kids delight in hands-on Nickelodeon activities.

For more information about the Nick Hotel, visit [www.nickhotel.com](http://www.nickhotel.com) or call (877) NICK-KID.

#### **About Nickelodeon Family Suites**

Located in the heart of Orlando's tourism district, Nickelodeon Family Suites, otherwise known as the Nick Hotel, is much more than a place for guests to lay their heads at night. From two over-the-top pool complexes with slides and flumes, to live entertainment and a Character Breakfast featuring Nickelodeon's beloved characters, to a multimillion-dollar 4-D Theater, to the colorfully themed KidSuites and gallons upon gallons of slime, the Nick Hotel offers non-stop activity from dawn to dusk for the entire family any time of the year. For more information about the Nick Hotel, visit [www.nickhotel.com](http://www.nickhotel.com) or call (877) NICK-KID.

#### **About Nickelodeon**

Nickelodeon, now in its 30<sup>th</sup> 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. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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