



FOR IMMEDIATE RELEASE

CONTACT:

Ashley Pinder
(407) 423-8006

APinder@TheStrategicFirm.com

Nick Hotel Gives Back to Florida Education with Partner in Education Program

ORLANDO, Fla. (September 11, 2009) – Nick Hotel's Partner In Education (PIE) program returns this fall providing exclusive discounts and benefits to teachers, administrators and Florida Department of Education employees. Featuring rates starting at \$89 per night for a 2-bedroom themed KidSuite from Sunday to Thursday, and \$129 per night on Friday and Saturday, this year's PIE* program will also make a \$10 donation to the Florida Education Foundation from now until December 23 for every room night booked.

"On the heels of a wildly popular PIE run in the spring that resulted in a big contribution to the foundation, we've decided to continue to thank educators with another round of exclusive discounts to visit our family-friendly resort," said Jim Struna, director of marketing and revenue management for Nickelodeon Suites Resort. "Nick Hotel is all about families and so it's very rewarding for us to give back to the unsung heroes of education."

For more information about the Nick Hotel or the Partnership in Education Program, call (877)-NICK-KID and mention the code PIE or visit www.NickHotel.com or teachers.nick.com.

There are plenty of free activities for guests to enjoy once they arrive including nonstop 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. Guests are even given a chance to star in the live entertainment action, as each day at the pool Nick Hotel casts for the families who will be part of the nightly live entertainment shows for Studio Nick. There are loads of opportunities 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.

– more –

**Rates listed available through December 23, 2009. Call for rates after December 23, 2009. Offer based on limited availability. Rates and conditions subject to change. Black-out dates and restrictions may apply. Cannot be combined with any other special offers or promotional rates. Offer available to the Florida Department of Education only.*

About Nickelodeon Suites Resort

Located in the heart of Orlando's tourism district, Nickelodeon Suites Resort, 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, Nick Hotel offers nonstop 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 or call (877) NICK-KID.

About Nickelodeon

Nickelodeon, now in its 30th 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 almost 99 million households and has been the number-one-rated basic cable network for 15 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).

###

MEDIA CONTACTS:

Nickelodeon Suites Resort

Ashley Pinder, (407) 423-8006, APinder@TheStrategicFirm.com

Elizabeth Buccianti, (407) 423-8006, EBuccianti@TheStrategicFirm.com

Nickelodeon

Joanna Roses, (212) 746-7326, Joanna.Roses@Nick.com

Thamar Romero, (212) 846-7391, Thamar.Romero@Nick.com