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Celebrate Birthdays in True Nick Style at Orlando's Nick Hotel

*Family-Friendly Resort Launches Free Birthday Celebrations for Guests,
Adding to Lineup of Nickelodeon Exclusive Party Options and Deals*

ORLANDO, Fla. (June 3, 2009) – From a brand-new free birthday celebration hosted by SpongeBob SquarePants to private themed productions and free night stays, Orlando's Nickelodeon Suites Resort provides kids and families the ultimate options for celebrating their birthdays Nick style.

"What better way to spend your birthday than with family, friends and SpongeBob," said Jim Struna, director of marketing and revenue management for Nickelodeon Suites Resort. "Not only does Nick Hotel offer a great family vacation experience, but with our new free birthday celebration we're giving guests even more of a reason to celebrate their special day with us."

Guests and their families can hang out with SpongeBob SquarePants and Team Nick during the "Birthday Celebration*" taking place every Thursday, Friday and Saturday at 5 p.m. in Studio Nick while enjoying live Nick-style entertainment, a free birthday cupcake and a chance to get their picture taken with SpongeBob SquarePants, all free of charge.

In addition to the new free birthday celebration, Nick Hotel offers a special deal for families choosing to celebrate a birthday at the Orlando resort. With the "Best Birthday Present Ever**" package, Nick Hotel offers guests a free stay on their birthday with the purchase of two nights.

And, what birthday is complete without the perfect gift? Nick Hotel offers a signature birthday gift packed with Nickelodeon goodies including an autographed Happy Birthday card signed by a Nickelodeon character, a character-themed lunch box, Slime Super Ball, sports bracelet, bottle of water, a Nickelodeon-themed plush, a decorated iced cookie, a stationery set or vinyl sports ball, a gummy snack and an arcade card loaded with 150 points for the birthday kid. The Nick Hotel birthday gift can be delivered to a guest's room and always includes a bottle of green slime and is just \$31.95 plus tax.

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Finally, for the ultimate Nick-style special day, Nick Hotel offers a “Nick Birthday Blowout” including exclusive party rooms to set the scene, meet and greets with Nickelodeon characters, messy interactive games, a special birthday menu, arcade play cards, bottles of slime for birthday guests and a special gift for the birthday kid. The birthday festivities will be led by a Team Nick Host, who will help get the party started before SpongeBob SquarePants and Dora the Explorer help blow out the candles on a personalized Nick birthday cake. Prices for the “Nick Birthday Blowout” start at \$39.95 per guest (20 guest minimum), and do not require a room night for booking. There are endless slimy upgrades available including face painting, a private Studio Nick Live Show, Build a Buddy, Rock Band Wii or Karaoke competition, and a private sliming.

All guests feel special when staying at the Nick Hotel, even if it isn’t their birthday. There are plenty of exciting and free activities for everyone to enjoy including non-stop family excitement at the hotel’s two water parks with live poolside games, basketball, mini golf 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 by entering the family into Show Casting where the hotel picks families to participate in nightly shows in Studio Nick.

At the 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 Nick Hotel’s birthday offerings, visit <http://www.nickhotel.com/birthday> or call (877) NICK-KID.

**Free event for hotel guests only. Advance reservations required; limited availability. Call (877) NICK-KID to reserve your spot today. Guest’s birthday must be within 30 days of stay.*

***Offer includes one free night, per two paid nights. Valid for one room night per birthday. Free night valid only on actual birth date. Proof of birthday required at check-in, i.e. birth certificate, identification card and/or passport. May not be combined with any other offer or promotion. No cash value. Based on availability.*

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, 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 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 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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