



FOR IMMEDIATE RELEASE

CONTACT:

Ashley Pinder
(407) 423-8006

APinder@TheStrategicFirm.com

Military Families Get a Hero's Welcome at Nick Hotel

Nickelodeon Suites Resort Offers Amenity-Filled Package for Retired and Active Military

ORLANDO, Fla. (August 27, 2009) – Military families can now experience the vacation of a lifetime for less than \$100 a night, enjoying everything the Nickelodeon Suites Resort has to offer, along with extras such as food and beverage discounts, buy one get one free crafts and Kid's Spa discounts.

"We are very proud of the men and women who serve our country and want to show our appreciation to them by making our one-of-a-kind Nick experience available at an exceptionally low cost," said Jim Struna, director of marketing & revenue management for Nickelodeon Suites Resort. "Not only is Nick Hotel a great place for military families to connect through entertaining experiences, but now it's even more affordable than ever."

With rates starting as low as \$79 per night for a 2-bedroom suite (which sleeps up to six people), from Sunday to Thursday through December 23, 2009, Nick Hotel's Military Family Package* provides military personnel and their families a chance to experience the 24-7 entertainment of this one-of-a-kind resort in Orlando's tourism district at rock-bottom rates. In addition to the discounted rates of up to 20 percent off throughout the year, the package includes 10 percent off all food and beverages, 20 percent off services at the Kid's Spa, where kids can get pampered with manicures hair wraps and airbrush tattoos and buy one get one free \$5 crafts.

For more information about the Nick Hotel, or the new Military Family Package, call (877)-NICK-KID and mention the code MILPROMO2 or visit www.NickHotel.com/military.

There are plenty of free activities for guests to enjoy once they arrive including non-stop family excitement at the hotel's two water parks with live poolside games, basketball, mini golf and daily mass slimings.

-more-

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 live entertainment shows for Studio Nick that night.

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.

** Rates listed available through December 23, 2009 are for Sunday-Thursday only. Friday and Saturday nights include \$30 premium. 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 for active and retired U.S. military personnel. Appropriate identification is required at check in and at each venue for discount eligibility.*

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 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