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**Nick Hotel Debuts Deep Discounts for Florida Residents**

*New Florida Resident Club Offers Rock-Bottom Rates  
and Plenty of Extras*

**ORLANDO, Fla.** (February 19, 2009) – Nickelodeon Suites Resort in Orlando is giving Florida residents a new reason to load the family in the car for an affordable vacation, offering huge savings with a brand new “Florida Resident Club\*\*” discount program for Floridians with a valid ID. With discounts on everything from family suites to food and beverages, a memorable getaway is a short drive away.

With rock bottom rates throughout the year starting at \$99 per for a 2-bedroom family suite with full kitchen night from Sunday to Thursday or \$129 per night on Friday and Saturday, through April 3, 2009 these exclusive discounts are just the beginning. Not only does the “Florida Resident Club” program provide 10 percent off all food and beverages on property, but it also comes with a free gift at check in, a complimentary coupon book loaded with FREE stuff and huge savings, and a waived resort fee for a savings of \$25 per night. The coupon book includes such perks as free Barnie’s coffee, adult drinks, Kids Drinks of the Day, Arcade Cards, and 20 percent off Nick Pix, Buy One Get One Craft Free, 20 percent off Kid’s Spa and 50 percent off a private sliming.

“Now is a great time to invite our Florida neighbors to experience the ultimate family-friendly vacation at a price they won’t forget,” said Jim Olson, vice president of operations for Nick Hotel. “Our Florida Resident Club gives families a chance to slip away for a memorable trip at a rock-bottom rate with tons of extras.”

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.

-more-

There are several upcoming free special events for guests including:

**Slimy St. Patty's Day on March 17, 2009**

In the spirit of all things green, the wild and zany Splat Pack will wreck some slimy havoc on St. Patrick's Day. Someone is guaranteed to get slimed every hour, all day long.

**Kids' Choice Awards Party on March 28, 2009**

In honor of the 22<sup>nd</sup> anniversary of Nickelodeon's *Kids' Choice Awards*, slide down to the Lagoon Pool to watch all the live excitement a gigantic screen. Cast votes for the hotel's own winners and play Nickelodeon games.

**Let the Pies Fly! on April 1, 2009**

The number-one entertainment brand for kids is turning 30! Nick Hotel is whipping up one messy day to celebrate Nick-style. Be on the lookout for the wild and zany antics of the Splat Pack as they let the pies fly throughout the hotel.

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, or the new Florida Resident Club, visit [www.nickhotel.com/floridaresident](http://www.nickhotel.com/floridaresident) or call (877) NICK-KID and mention the code FLCLUB.

*\*Rates listed available through April 3, 2009 are for Sunday-Thursday only. Friday and Saturday nights include \$30 premium. Call for rates after April 3, 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 Florida Residents only. Must provide valid Florida Resident I.D. at check in.*

**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 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 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).

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