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Nick Hotel Hosts Summer of SpongeBob and New Birthday Offering
Family-friendly Resort Launches a New SpongeBob SquarePants Package June through August and Free Birthday Celebrations for Guests

ORLANDO, Fla. (May 5, 2009) – Nickelodeon Suites Resort in Orlando announces a new SpongeBob SquarePants Package – available June through August 2009 – to celebrate the beloved character’s 10th anniversary. Additionally, Nick Hotel is taking the next step in becoming the birthday capital of the world by offering its guests an exclusive free celebration on their special day.

“We know everyone loves SpongeBob and what better way to spend the summer than celebrating his anniversary at Nick Hotel,” said Jim Struna, director of marketing & revenue management for Nick Hotel. “Not only do we have this package for summer, but we’ve expanded our birthday offerings. We’re excited to offer a new event to help celebrate our guests’ special day.”

To celebrate SpongeBob SquarePants’ 10th anniversary, Nick Hotel will offer, for a limited time, an exclusive package which provides guests with: a SpongeBob themed 2-bedroom KidSuite, SpongeBob cookies and milk for a family of four, a SpongeBob plush for each kid; and, two unlimited passes to view six features, including a SpongeBob movie, at the Nick Hotel’s unique 4-D Experience theatre.

The new free birthday celebration makes every kid’s birthday the “Best Day Ever” at the Nick Hotel. Guests celebrating a birthday, along with their families, are invited to join SpongeBob and Team Nick for our daily Birthday Celebration in Studio Nick. Birthday guests will receive a special birthday picture taken with SpongeBob and enjoy a cupcake, free of charge. Kids are always number one at the Nick Hotel, especially when it comes to celebrating birthdays.

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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, 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 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.

For more information about the Nick Hotel Birthday Celebration, or the new SpongeBob SquarePants Package, visit www.nickhotel.com or call (877) NICK-KID and mention the code SpongeBob.

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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