



**NICKELODEON CELEBRATES 25 YEARS OF *SPONGEBOB SQUAREPANTS*
AT NEW YORK COMIC CON 2024**

**Nick's Booth to Feature Immersive Tribute to *SpongeBob SquarePants*
Pilot Episode, "Help Wanted"; Legendary Voice Talent to Appear on Exclusive Panel**

***Teenage Mutant Ninja Turtles* Video Game and *Max & the Midknights* Animated Series
Panels Presented at Convention**

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BURBANK, Calif.–Sept. 17, 2024–Nickelodeon continues to celebrate the landmark 25th anniversary of *SpongeBob SquarePants* with an immersive experience at its booth that pays homage to the iconic first episode of the world's most famous yellow sea sponge at New York Comic Con 2024. During the four-day convention, Nick's booth on the convention center floor (#1523) will re-create and transport fans into the "Help Wanted" pilot episode with 3D-animation, augmented reality (AR) and replicas of SpongeBob's pineapple home and The Krusty Krab.

Nickelodeon and Paramount invite fans to three panels during the convention: "Teenage Mutant Ninja Turtles: Video Games and Virtual Worlds," showcasing the popular video game world; "Nickelodeon's *SpongeBob SquarePants* 25th Anniversary Celebration," a dive into the undersea world of Bikini Bottom and "Nickelodeon's brand-new fantasy series, *Max & the Midknights!*," a behind-the-scenes look at the all-new animated series.

The following is a rundown of Nickelodeon's activities:

PANELS

Teenage Mutant Ninja Turtles: Video Games and Virtual Worlds

Thursday, 10/17 from 8 – 9pm (Room 408)

From PC and console to mobile and virtual worlds, the Teenage Mutant Ninja Turtles have brought Turtle Power to countless original video games over the past few decades – and there's more on the horizon. Join Doug Rosen, Paramount's SVP of Games & Emerging Media, as well as

representatives from Outright Games, Super Evil Megacorp and more to learn about the latest TMNT releases and get exclusive sneak peeks into these tubular titles.

Nickelodeon's *SpongeBob SquarePants* 25th Anniversary Celebration

Friday, 10/18 from 11am – 12pm (Empire Stage)

Jumping Jellyfish! Grab a spatula and get ready to celebrate 25 years of one of the most popular characters and beloved animated series of all time - *SpongeBob SquarePants*. Join the legendary voice cast Tom Kenny (SpongeBob), Bill Fagerbakke (Patrick), Carolyn Lawrence (Sandy), Rodger Bumpass (Squidward), Clancy Brown (Mr. Krabs), and Mr. Lawrence (Plankton), along with executive producers Marc Ceccarelli and Vincent Waller as they pay tribute to the popular origins and reveal what's happening next in Bikini Bottom. It's going to be F.U.N.

Nickelodeon's brand-new fantasy series, *Max & the Midnighters!*

Sunday, 10/20 from 11am – 12pm (Room 405)

Join creator and executive producer Lincoln Peirce (Big Nate), showrunners and co-executive producers Sharon Flynn and David Skelly, and a host of other exciting panelists as they reveal how this cinematic and groundbreaking new TV series was transformed from the best-selling book series to the screen! Dragons! Monsters! Swords and sorcery!

DAILY BOOTH ACTIVITY

- **SpongeBob's Interview Prep Experience**

Help wanted! Step inside SpongeBob's pineapple home to prepare for the big job interview at The Krusty Krab. Fans will complete exercises in SpongeBob's weight room to ensure they are in top fry cook shape. Once finished, guests can scan their personal QR code to collect their shareable video file on their device.

- **SpongeBob's Hungry Anchovy Frenzy**

Grab a spatula and step up to the virtual grill to feed those hungry, hungry anchovies! In this one-of-a-kind digital whack-a-mole game, players have one minute to fling out as many virtual Krabby Patties as possible to feed the hungry lunch crowd. It's a mad dash to the end of the shift, where players can earn their rightful spot as The Krusty Krab's newest and greatest fry cook!

- **The Krusty Krab Mast Photo Moment**

Ascend from SpongeBob's pineapple and enter the vibrant world of The Krusty Krab, but watch out for the anchovies! Snap a photo by the iconic Krusty Krab mast just like Mr. Krabs and Squidward in the pilot episode.

- **Costumed Character Appearances:** SpongeBob SquarePants and Patrick Star will make appearances at Nick's booth at select times during the convention.

- **Giveaways:** Special giveaways and posters will be handed out throughout the convention.

Since its launch July 17, 1999, *SpongeBob SquarePants* has reigned as the most-watched animated series for 22 consecutive years, while generating a universe of beloved characters, pop culture catchphrases and memes, theatrical releases, consumer products, a Tony award-winning Broadway musical and a global fan base. *SpongeBob SquarePants* is one of the most widely distributed properties in Paramount history, seen in more than 180 markets, translated in 30+ languages, and averaging more than 90 million total viewers every quarter. *SpongeBob SquarePants* was created by Stephen Hillenburg and produced by Nickelodeon in Burbank, Calif. The character-driven cartoon chronicles the nautical and sometimes nonsensical adventures of SpongeBob, an incurable optimist and earnest sea sponge, and his undersea friends.

Paramount+ is the streaming home for SpongeBob fans with more Bikini Bottom content than any other streaming service.

About Nickelodeon

Nickelodeon, now in its 45th 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 brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon is a part of Paramount's (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment brands.

About Paramount+

Paramount+, part of Paramount's (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment and news brands, is a direct-to-consumer digital subscription video on-demand and live streaming service, combining live sports, breaking news and A Mountain of Entertainment™. The streaming service features an expansive library of original series, hit shows and popular movies across every genre from world-renowned brands and production studios, including BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel. Paramount+ with SHOWTIME® , the service's cornerstone plan, is also home to SHOWTIME content, including scripted hits and critically acclaimed nonfiction projects and films. This premium plan includes unmatched events and sports programming through the local live CBS stream, including golf, basketball and more. All Paramount+ subscribers have streaming access to CBS News Network for 24/7 news and CBS Sports HQ for sports news and analysis.

For more information about Paramount+, please visit www.paramountplus.com, and follow @ParamountPlus on social media.

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