



NICKELODEON®

EMBARGOED UNTIL MONDAY 7TH MAY 2007

Nickelodeon Announces Date and Venue For 1st Ever Nickelodeon Kids' Choice Awards UK! Saturday 20th October 07 At London Excel Centre

****2,000 Venue Audience, All Tickets Will Be Free****

****MTV Networks International Announced As Talent Booking Office****

****Viacom Brand Solutions: Announce Commercial Air-time and Sponsorship Opportunities****

****Event To Be Produced by: Nickelodeon UK Productions****

Bafta Children's Channel of the Year and the UK's number 1 rating commercial kids' TV network, Nickelodeon UK is thrilled to announce that London will host the first ever Nickelodeon Kids' Choice Awards UK on Saturday 20th October 2007, in the capital city's famous London Excel Centre.

In March 2007, Los Angeles hosted the 20th Nickelodeon Kids' Choice Awards, the world's biggest, slimiest and most successful made-for-kids awards show in television history. Celebrating this incredible milestone in children's television broadcasting, Nickelodeon UK's first ever Kids' Choice Awards will star an audience of thousands of kids and feature a spectacular all-star all-sliming line-up from the world of kids' animation, books, burps, movies, music, sports, television, toys and video gaming.

The UK event will be produced by Nickelodeon UK and the team behind MTV's European Music Awards. (Nickelodeon UK is a joint venture with BSkyB and MTV Networks). The show will be Executive Produced by Debbie Phillips (Party In The Park), with Director Phil Heyes (Mercury Prize Awards) and Producer Daniel Baldwin (Ministry of Mayhem). All talent bookings are being spearheaded by **MTV Networks International, Head of Celebrity Talent**, James Dearlove in the UK and Andrea Fair in the US.

The Nickelodeon Kids' Choice Awards UK **on-air and event sponsorship and commercial air-time are being managed by** affiliated company, commercial sales house **Viacom Brand Solutions UK** (VBS). All commercial deals will be managed by Partnership Director, Jennifer Gibbons.

All tickets to the event will be free, courtesy of Nickelodeon UK. Kids and their guests will be able to win tickets, including VIP passes, throughout the summer and autumn season via Nickelodeon and associated partnerships.

The Nickelodeon Kids' Choice Awards UK winning nominees will be 100% chosen by Nickelodeon viewers. Kids' will be able to vote digitally at nick.co.uk and through red-button facility on the Nickelodeon channels. **Nominees will be announced in July.**

Howard Litton, SVP & Managing Director Nickelodeon UK said: "We are proud to be bringing the Kids' Choice Awards to the UK for the first time this year. Nickelodeon is dedicated to making and commissioning the very best in high quality and innovative entertainment. Our viewers deserve the biggest and best event in children's television, we're going to deliver a spectacular live event on stage and on TV".

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Notes to Editors

Nickelodeon UK is watched by over 9.6 million people every month and is the number 1 outlet to directly reach kids aged between 2 and 12 years old and their families. The Nickelodeon Kids Choice Awards currently airs around the globe to an audience in excess of 205 million Choice Awards currently airs around the globe to an audience in excess of 205 million households. In 2006, Italy launched it's first ever Kids Choice Awards in Milan, and later this year Nickelodeon in Australia, Germany and Holland will join London in hosting their own special events.

Nickelodeon UK broadcasts five entertainment channels dedicated to kids, including Bafta Children's Channel of the Year Nickelodeon, Nick Replay and NickToons for kids aged 6-12 years old and pre-school specialist channels Nick Jr (Broadcast Best Specialist Channel) and Nick Jr 2 plus Nick Jr on TMF for Freeview subscribers. The network is the official home to hugely successful shows including SpongeBob Squarepants, Drake and Josh, Nicktrition, Dora the Explorer and LazyTown.

For further information about the Nickelodeon Kids' Choice Awards UK contact:

Print and Online PR:

Amazing Media

- Jacquie Chalmers
- Lisa Faichney
- Victoria Rose

Telephone: 0207 292 8860

Email: firstname@amazingmedia.co.uk

TV and Radio PR:

TX Media

- Tony Barker
- Dawn Estefan

Telephone: 0208 883 4244 / 07813 336664

Email: tony@tx-media.co.uk
dawn@tx-media.co.uk