



GREAT AMERICA

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NEWS RELEASE

For Immediate Release

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MONUMENTAL OOZE! NICKELODEON AREA TO OPEN AT PARAMOUNT'S GREAT AMERICA IN '95

Paramount Parks & *NICKELODEON* Team Up on Permanent New Product

SANTA CLARA, Calif. (Sept. 5, 1994)— Paramount Parks and *NICKELODEON*, units of Viacom, Inc., will join forces to bring the kid-driven *NICKELODEON* phenomenon to life at Paramount's Great America next season.

A green slime rupture at the 100-acre Santa Clara, Calif., theme park and the sliming of the park's chief executive, David K. Mannix, by Scott Davis, Executive Vice President of Network Operations and General Manager of *NICKELODEON* Studios Florida, set the stage today for the announcement that an innovative, nearly three-acre *NICKELODEON* themed area will open at the park in the spring of 1995.

The *NICKELODEON* area represents the first post-merger Viacom property brought to life by Paramount Parks. It also makes Paramount's Great America the first location of a permanent *NICKELODEON* attraction outside of *NICKELODEON* Studios in Orlando, Florida.

A "certified" Slimeologist from *NICKELODEON* studios, on hand for today's announcement, detailed the origin, character and use of green slime and verified the authenticity of the green slime source at Paramount's Great America.

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For Release: March 1995

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NICKELODEON® SPLAT CITY™ FAST FACTS

- OPENING DAY:** Saturday, March 25, 1995
- LOCATION:** Between the County Fair themed area and *Forest-of-Fun* children's area.
- SIZE:** Three acres.
- DESIGNER:** A collaboration between Paramount Parks Design & Entertainment and Nickelodeon Recreation.
- DESCRIPTION:** *NICKELODEON*, the #1 cable network for kids, brings its trademark brand of wild, messy hands-on entertainment to Paramount's Great America in the form of *NICKELODEON® SPLAT CITY™*. Kids of all ages can have the slime of their lives in this three-acre area, where everyone is part of the unpredictable, surprising adventure. Green Slime™, every kid's favorite substance, is the main ingredient along with an array of games and activities.

HANDS-ON ENTERTAINMENT

- **Mega Mess-a-Mania™:** Everyone participates in this live game show featuring stunts and challenges from hit *NICKELODEON* cable shows including *Double Dare™* and *What Would You Do?™*. The show is hosted by two new *NICKELODEON* characters: the Slimeologist, Professor Greenstain and the Gakmeister, Darla Boogair, who invite audience members to participate in a variety of wacky, wet and messy games incorporating Green Slime, GAK™ and other weird foodstuff. This 30-minute show is presented in the park's new arena, the *Green Slime Bowl™*.
- **GAK Kitchen:** Curious visitors can sneak a peek into the GAK Kitchen to observe the Gakmeister and her assistants prepare tons of messy *NICKELODEON* GAK and foodstuff for the *Mega Mess-a-Mania* show. The Gakmeister often calls upon guests to help prepare the next incarnation of GAK and even sample some of her tasty treats. A section of the kitchen is also open for visitors to enjoy various snack foods, including *Green Slime Slushes* and *Gak du Jour*.

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PARAMOUNT'S GREAT AMERICA Fact Sheet

- Location:** 50 miles south of San Francisco, Calif., 6 miles north of San Jose, Calif., between highways 101 and 237 in Santa Clara, Calif.
- Telephone:** (408) 988-1776
Direct lines to the Public Relations Office for the media:
(408) 986-5847 or (408) 986-5845
- Description:** The only place thrills are Paramount! Paramount's Great America is a full-scale family theme park, home to such world-class attractions as the TOP GUN™ suspended jetcoaster, the DAYS OF THUNDER™ auto racing simulator and the *Destiny in Space* giant-screen IMAX® movie. The park hosts approximately 2.5 million visitors annually.
- New in 1995:** Paramount Parks and NICKELODEON, units of Viacom Inc., join forces to bring the kid-driven NICKELODEON phenomenon to life at Paramount's Great America in 1995.
- History:** Paramount's Great America was originally designed and developed by the Marriott Corporation, which opened the park to the public in March 1976.
- In June 1985, the Redevelopment Agency of Santa Clara purchased the park from the Marriott Corporation; Kings Entertainment Company was recruited to manage the park.
- In June 1989, Kings Entertainment Company purchased park business assets (buildings, rides and equipment) from the City's Redevelopment Agency.
- In August 1992, Kings Entertainment Company -- including Great America -- was purchased by Paramount Communications. A new Paramount division was formed: Paramount Parks.
- In July 1994, Paramount Communications was acquired by Viacom Inc., enabling the joint venture between Paramount Parks and NICKELODEON.
- Paramount Parks operates Paramount's Great America and four other regional theme parks in the United States and Canada: Paramount's Kings Island in Cincinnati, Ohio; Paramount's Kings Dominion in Richmond, Va.; Paramount's Carowinds in Charlotte, N.C.; and Paramount Canada's Wonderland in Toronto, Ontario.
- Paramount Parks is part of the entertainment operations of Viacom Inc.

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press release

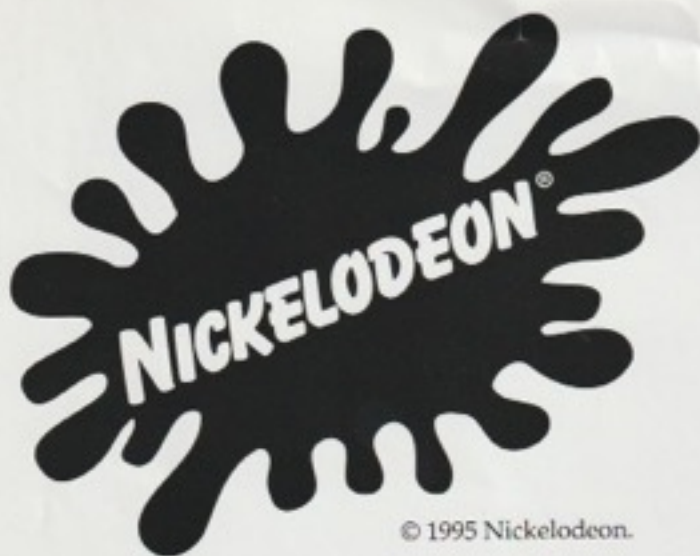
NICKELODEON

Fun Facts

- ☺ NICKELODEON STUDIOS has slimed more than 10,778 kids.
- ☺ NICKELODEON STUDIOS has slimed numerous adults including Steven Spielberg.
- ☺ NICKELODEON STUDIOS has made more than 48,286 gallons of slime.
- ☺ NICKELODEON STUDIOS has made more than 81,089 gallons of Gak.
- ☺ The Green Slime Geyser has erupted more than 59,028 times.
- ☺ More than 1,522,014 guests have tasted slime and Gak.
- ☺ NICKELODEON STUDIOS Talent Department has auditioned more than 24,500 hopeful actors, actresses, guests & contestants. Of that, over 8,638 were booked on shows.
- ☺ NICKELODEON STUDIOS' main number has handled over 242,472 phone calls.
- ☺ NICKELODEON STUDIOS has given more than 2,195 VIP Tours.
- ☺ NICKELODEON STUDIOS editors have spent over 10,350 hours editing.
- ☺ NICKELODEON STUDIOS has added 15,365 tapes to its video library.
- ☺ NICKELODEON STUDIOS have received more than 10,732 resumes.
- ☺ NICKELODEON STUDIOS popped over 2,128 bags of microwave popcorn.
- ☺ NICKELODEON STUDIOS has used more than 25,000 board feet of lumber, 21,000 gallons of water and 18,000 feet of elastic cord for "Nickelodeon GUTS" -- as well as way too many 30 gallon garbage bags of mylar confetti!
- ☺ NICKELODEON STUDIOS built an all new obstacle course for "Family Double Dare" which included: a half-scale model of the Green Slime Geyser, The Great White Shark, the NICKELODEON Blimp and the new and improved Kid's Wash.

Information to date: December 31, 1994





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