



AMERICAN
DREAM™

nickelodeon™

TRIPLE FIVE AND NICKELODEON TO BRING BRAND-NEW *NICKELODEON UNIVERSE* THEME PARK TO AMERICAN DREAM

State-of-the-Art Experiential Theme Park Featuring SpongeBob SquarePants, Teenage Mutant Ninja Turtles and More to be featured at the New York Metro Area's Number-One Destination for Fun!

NEW JERSEY, Sept. 13, 2016 – Triple Five and Nickelodeon announced today a brand-new *Nickelodeon Universe* is joining the slate of offerings for kids and families at American Dream. Nickelodeon Universe at American Dream will be the largest indoor theme park in the Western Hemisphere at 8.5 acres, and serve as a premier family entertainment experience 365 days a year. Nickelodeon Universe will feature rides and attractions based on Nickelodeon's iconic properties including SpongeBob SquarePants, Teenage Mutant Ninja Turtles and new hits like Blaze and the Monster Machines.

“Based on the success we have seen with *Nickelodeon Universe* at Mall of America we are excited to bring the number one entertainment brand for kids to American Dream,” said Don Ghermezian, President, Triple Five.

Local residents and tourists to the New York Metro area will experience the Nickelodeon brand like never before. *Nickelodeon Universe* at American Dream will break numerous World Records with state-of-the-art rides as well as live shows, retail, games, entertainment, food establishments and themed party rooms.

“We're looking forward to this next step in our partnership with Triple Five that will further expand our recreation portfolio with the brand-new Nickelodeon Universe at American Dream,” said Sarah Levy, Chief Operating Officer, Viacom Kids and Family Group. “The Nickelodeon Universe at American Dream will give kids and families in the New York Metro area the opportunity to interact with their favorite characters like SpongeBob and the Turtles on a grand scale, through rides, attractions and Nick-themed party and event spaces.”

“Long term strategic partnerships between Triple Five and Nickelodeon is a win-win. Together with Nick, we understand how powerful our brands can be in reaching and delivering a global audience. From infants to adults we all can relate to something Nickelodeon. Also, having them based right here in New York will create synergies with American Dream we have not even thought of yet, and that is very exciting. Nickelodeon Universe along with our previous announcements highlighting additional family entertainment offerings will for sure set the stage for top-notch experiences guests of all ages will enjoy,” said Don Ghermezian, President, Triple Five.

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ABOUT AMERICAN DREAM

American Dream, a world-class destination, is being developed by Triple Five Group of Companies, owners of the two largest shopping and entertainment centers in North America – Mall of America and West Edmonton Mall.

American Dream is located in Bergen County, New Jersey at the Meadowlands Sports Complex at the intersection of three major highways – I-95, Route 3, Route 120 - that service over 100 Million vehicles annually. American Dream is situated in the heart of the New York Metropolitan area with over 21 million residents and 58 million domestic and international tourists annually. The project is serviced by three of the largest airports in the US – Newark, LaGuardia and JFK International with 110 million travelers annually and is connected by passenger rail service to Penn Station New York.

American Dream is approximately 3 million square feet and will redefine the customer experience in shopping and leisure with a unique combination of retail, dining, entertainment and attractions - all in one location. Anchor tenants Saks Fifth Avenue and Lord & Taylor -- along with over 450 retail, food and specialty shops -- are complimented by North America's largest fully-enclosed indoor DreamWorks Water Park, Amusement Park and a 16-story Big Snow Indoor Ski & Snow Park; a 1,500 seat live Performing Arts Theater; 285-foot tall Observation Wheel; luxury movie theatres by Cinemex; 70,000 square foot Sea Life Aquarium & Lego Discovery Center; NHL-size Ice Rink; and an 18-hole miniature golf course. The center also features The Collections – a 460,000 square foot luxury and fashion area and The Dining Terrace – a collection of fifteen full-service restaurants showcased in one location.

ABOUT NICKELODEON:

Nickelodeon, now in its 37th 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 and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated basic cable network for 20 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. (NASDAQ: VIA, VIAB).

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