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# NICKELODEON AND PAPER CUTZ ANNOUNCE "FIRST LOOK DEAL"

***Kids' Media Powerhouse and Leading Comics Publisher to Team Up on New Graphic Novel Line***

**February 23, 2015 – New York, NY** – Nickelodeon and Papercutz, the industry leader in children's graphic novel publishing, are proud to announce an innovative first look deal, the first agreement of its kind that the network has made with a graphic novel publisher. The partnership will give Papercutz the first option to adapt all-new Nickelodeon original properties into comics and graphic novels.

The new partnership will allow Papercutz to work with Nickelodeon at the earliest stages of property development, ensuring that the graphic novels based on these new programs are as faithful to the original look and spirit of the series as possible. In addition, Papercutz will be able to introduce properties to book stores and the comic book market much closer to the debut of new animated shows.

"Papercutz's strong track record with licensed properties for kids made them our ideal choice for a publishing partner," explained Linda Lee, VP of Nickelodeon Domestic Publishing. "As we grow our stable of original animated properties, we wanted to work with a company that could reach the broadest possible audience. We're excited to work with the Papercutz team and we look forward to adding the Nickelodeon characters to one of the most diverse lists offered by any children's publisher."

These strong properties are just the start of the ambitious Nickelodeon/Papercutz publishing program. Plans call for two more series to debut in the first half of 2016, with further series to be announced at a later date. In addition, to its ambitious graphic novel publishing slate, Papercutz also plans to publish an all-new NICKELODEON MAGAZINE. The new version of the magazine will preview the comics content that will be featured in the graphic novels, debut new properties in comics form and also feature a variety of games, puzzles and other activities for kids. The first issue of the new NICKELODEON MAGAZINE is scheduled for release in late June 2015.

The first two properties slated for launch in Papercutz books are Nickelodeon's hits, Sanjay and Craig and Breadwinners.

SANJAY AND CRAIG is the story of an adventurous 12-year-old boy who proves the old adage: there's nothing you can't accomplish (or destroy) as long as your best friend is a talking snake. The adventures of this dude-snake duo have been a ratings smash for Nickelodeon with the series ranking as the #2 animated show across all TV among kids 2 to 11. SANJAY AND CRAIG is set to make its graphic novel debut in September 2015, just in time for the premiere of the series' third season on Nickelodeon.

BREADWINNERS features the adventures of SwaySway and Buhdeuce, two carefree ducks who fly around in a super sweet rocket van, delivering bread to hungry beaks everywhere. Like SANJAY AND

CRAIG, BREADWINNERS has been an instant hit with kids. These "quazy ducks" will join the Papercutz lineup with their first graphic novel in October 2015 and comics will never be the same!

“Our partners at Nickelodeon have created some terrific characters that really reach out to kids,” said Papercutz Editor-in-Chief Jim Salicrup. “And we can't wait to translate that magic into the graphic novel format. Of course, the best part of this deal is getting to see what they're working on next! SANJAY AND CRAIG and BREADWINNERS are just the start of a really exciting publishing program that's sure to keep kids thoroughly entertained and clamoring for more!”

*ABOUT NICKELODEON: Nickelodeon, now in its 35<sup>th</sup> 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 100 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, VIA.B).*

*ABOUT PAPERPUTZ: Papercutz is dedicated to publishing great graphic novels for all ages. Popular with reluctant readers and gifted readers alike, Papercutz graphic novels for kids, tweens, and teens include a wide range of genres, including humor, action adventure, mystery, horror, and favorite characters. We work every day to introduce young readers to the imaginative wonders waiting to be discovered in comics. To find out more visit <http://www.papercutz.com>.*

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