

**VICTORIA JUSTICE TO HEADLINE NICKELODEON'S
COUNTDOWN TO KIDS' CHOICE, WITH PERFORMANCE OF
NEW SINGLE, "BEGGIN' ON YOUR KNEES," SATURDAY, APRIL 2**

**One-Hour Pre-Show Live From the Orange Carpet Begins at 7 p.m. (ET) on Nick.com
with Key Moments Airing on Nickelodeon Throughout the Hour**

**"Beggin' On Your Knees" To Also Be Featured in New *Victorious* Premiere Immediately
Following 2011 KCAs and on Upcoming *Victorious* Soundtrack;
Single Available on iTunes Tuesday, April 5**

NEW YORK -- March 10, 2011 – Nickelodeon star and "Favorite TV Actress" nominee Victoria Justice will headline the network's hour-long pre-show for [Nickelodeon's 2011 Kids' Choice Awards](#), with a performance of her brand-new single "Beggin' On Your Knees" on Saturday, April 2. For the first-time ever, *Countdown to Kids' Choice* can be viewed live on multiple platforms – Nick.com, Facebook, Android and iPhone smartphones and iPads – beginning at 7 p.m. (ET) with key moments from the orange carpet also airing on Nickelodeon throughout the hour. *Countdown to Kids' Choice* kicks off the annual slimefest honoring the hottest celebrities in music, TV, sports and film. *Nickelodeon's 2011 Kids' Choice Awards* will air live at 8 p.m. (ET/tape delayed for West Coast) from the Galen Center at USC in Los Angeles.

Immediately following *Nickelodeon's 2011 Kids' Choice Awards*, the network will premiere a brand-new episode of *Victorious*, titled "Beggin' on Your Knees," at 9:30 p.m. (ET/PT), featuring a music performance of the title track. In the new episode, the Full Moon Jam is coming up and the cutest boy at Hollywood Arts wants to perform a duet with Tori (Justice), but she finds out he has a reputation. Is Tori just having trust issues or is this guy bad news?

"Beggin' On Your Knees" will be included on the upcoming *Victorious* soundtrack, out this summer on Columbia Records. The music video for the track which features the cast of *Victorious* will premiere on Saturday, March 12, at 9:45 p.m. (ET/PT) on Nickelodeon. The song will be available on iTunes Tuesday, April 5.

During *Countdown to Kids' Choice*, kids can participate in the experience with total access to the live event coverage. Exclusive Nick cameras will offer multiple viewing angles and will be featured alongside celebrity tweets, interactive polls, real-time updates and photos from the orange carpet and backstage. Fans at home can submit questions to the pre-show hosts and see their poll results displayed on large screens on the orange carpet. Immediately following the *Countdown to Kids' Choice*, viewers can catch all the KCA video and photo highlights on Nick.com and mobile devices.

Since its launch in April 2010, *Victorious* has been the number-one live action comedy series in its timeslot on all TV with kids 6-11, tweens 9-14, and teens 12-17, reaching 14.4 million kids, 13.7 million tweens, and 11.4 million teens each quarter.

Victorious follows teenager Tori Vega (Justice) who attends the prestigious performing arts high school, Hollywood Arts. From her first day at the school, however, Tori feels out of place among the amazingly talented students, especially mean diva Jade (Elizabeth Gillies, Broadway's *13*). But with the help of her older sister Trina (Daniella Monet, *A Fairly Odd Movie, Nancy Drew*) and new friends including the musically-gifted André (Leon Thomas III, *August Rush*, Broadway's *The Lion King, iCarly*), brooding bad boy Beck (Avan Jogia, *Spectacular!*), eccentric Cat (Ariana Grande, Broadway's *13*) and lovable but

psychologically scrambled ventriloquist Robbie (Matthew Bennett) – Tori realizes that she was born to perform and that entertaining people not only makes her happy but may change her life. The series features original music performed by Victoria Justice and the ensemble cast. *Victorious* is created and executive produced by Dan Schneider (*iCarly*, *Zoey 101*, *Drake & Josh*).

About Nickelodeon's Kids' Choice Awards

Kids will be able to cast their votes for this year's slimefest online at <http://www.nick.com/kca11> beginning March 7 in a total of 20 categories. Surprise awards also will be announced during the show. Kids also will be able to vote via the Nick mobile website <http://m.nick.com/kca11> and through a brand-new iPhone application. For the first time ever, KCA voting will be extended to an iPad-optimized site, TeenNick.com, and the Nickelodeon Facebook page, <facebook.com/nickelodeon>.

Nickelodeon's Kids' Choice Awards is more global than ever in 2011, seen in over 300 million households around the world. Within hours of airing live in the United States and Canada, the show will roll out in additional international markets, providing kids around the world the opportunity to tune into their local Nickelodeon channel to enjoy the show faster than ever. In many international markets, the *2011 KCAs* will feature country-specific award categories and nominees, such as *Nickelodeon Italia's Favorite Star* and *Nickelodeon UK's Favorite Show*. Voting for the *2011 KCAs* will span over six continents across 15 localized voting sites, giving kids practically everywhere the chance to decide who takes home a coveted blimp.

Countdown to Kids' Choice is executive produced by Salli Frattini of Sunset Lane Entertainment. *Nickelodeon's 2011 Kids' Choice Awards* is being produced by Nickelodeon Productions in association with Bob Bain Productions. This year's telecast will feature *Saturday Night Live* veteran Beth McCarthy as director. Bob Bain, Marjorie Cohn and Paula Kaplan are executive producers. Media outlets can reference the most up-to-date information on the show by logging onto www.NickKCApress.com.

About Nickelodeon

Nickelodeon, now in its 31st 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 16 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA – News, VIA .B – News).

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