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**NICKELODEON'S THE FRESH BEAT BAND COMES TO
THE ORPHEUM ON FIRST-EVER NATIONWIDE CONCERT TOUR**
Popular Preschool Music Group Will Perform at Orpheum Theater February 29

Omaha, Neb. (November 16, 2011) – The Fresh Beat Band, Nickelodeon's popular preschool music group and stars of the hit TV series of the same name, will hit the road in February 2012 for the first time ever on a 15-week, 50-city nationwide concert tour with a stopover at Omaha's Orpheum Theater on February 29 at 5:00 p.m.

Kiki (Yvette Gonzalez-Nacer), Marina (Tara Perry), Twist (Jon Beavers) and Shout (Thomas Hobson), will perform *The Fresh Beat Band* hits from seasons one, two and three of the live-action music series that teaches preschoolers about music appreciation and how to express their feelings through movement, song and instrumental music. Fresh Beat Band party packages, which include a meet and greet with The Fresh Beat Band, will also be available for purchase.

Tickets for this first-ever performance are priced at \$25, \$35 and \$45, with a limited amount of Fresh Beat Party Package tickets at \$125, and may be purchased at the Ticket Omaha Box Office, 1200 Douglas Street, Omaha (Mon-Fri 10-5, Sat 12-5), by phone at 402.345.0606 or online at TicketOmaha.com

In addition, the band's new music video and single "Just Like A Rock Star," will debut on Nickelodeon and iTunes on Tuesday, Nov. 29. The song will be featured on the first The Fresh Beat Band soundtrack which spans all three seasons of the TV series and will be available in January. Both the soundtrack and the tour will showcase The Fresh Beats' catchy preschool-friendly tracks from "Here We Go" to "Stomp the House." The Fresh Beats' recently released singles, "Here We Go" and "A Friend Like You" have been mainstays at the top of the iTunes children's music chart since their debut.

"We are so excited to get out on the road, meet our amazing fans and perform our songs," said The Fresh Beat Band. "The concert has something for everyone to enjoy and we can't wait to see the families singing and dancing along."

Nick Jr. is currently rolling out new episodes of *The Fresh Beat Band* every Friday through Dec. 9. In anticipation of the forthcoming tour, The Fresh Beat Band will appear in the Macy's Thanksgiving Day Parade on Nov. 24 aboard the Dora the Explorer float and will perform with Jason Mraz at

Carnegie Hall on Nov. 25. The Fresh Beat Band will also ring the opening bell at the NYSE on Friday, Nov. 25.

In 2011, The Fresh Beat Band performed live on *The View* and on the Ellipse in Washington, D.C. at Nickelodeon's Worldwide Day of Play. *The Fresh Beat Band* debuted in 2009 on Nickelodeon and has amassed an amazing core fan base. *The Fresh Beat Band* centers on four best friends – Kiki, Shout, Marina and Twist – in a band who love to sing and dance. Kids are introduced to the fundamentals of music such as melody, rhythm, tempo and performance styles. In each episode, preschoolers sing and dance along as they help The Fresh Beat Band solve everyday challenges. Viewers also learn the importance of friendship, working together in a positive way and respecting each other's differences. The series has featured music superstar Ne-Yo with additional celebrity guests appearing in season three.

Check out their new website -- <http://www.freshbeatbandlive.com>, Facebook page www.facebook.com/freshbeatbandlive and for more Fresh Beat activities and fun go to <http://www.nickjr.com/the-fresh-beat-band>.

Nickelodeon, now in its 32nd 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. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA - News, VIA.B - News).

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