



**NICK AT NITE TO HOST *FRIENDS: THE ULTIMATE TRIVIA CHALLENGE*
MONDAY, JANUARY 24 - FRIDAY, JANUARY 28**

**Fans Can Also Enter a Sweepstakes for a Chance to Win an All-Expense Paid Trip
to Warner Bros. Studios Hollywood for a Custom *Friends* Tour**

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HOLLYWOOD, Calif.–Jan. 18, 2022—Nickelodeon is calling all *Friends* fans for *Friends: The Ultimate Trivia Challenge*, the first-ever interactive trivia challenge based on the beloved series, from Warner Bros. Television. Beginning Monday, Jan. 24 through Friday, Jan. 28 fans can tune in to **Nick at Nite** for a two-hour *Friends* programming block (10:00 p.m. to 12:00 a.m. ET/PT) like they've never experienced before. The trivia challenge will test fans knowledge with more than 200 in-show trivia questions that will appear on screen every two minutes, and viewers will have 20 seconds to answer on their devices. In addition to earning bragging rights, fans will be able to separately enter the "Friends Studio Tour Sweepstakes," for an opportunity to win an all-expense paid four-day trip to Warner Bros. Studios in Los Angeles for a one-of-a-kind, *Friends*-themed tour with six "Friends."

Fans can now log on to www.NickatNitePlay.com to pre-register for the *Friends: The Ultimate Trivia Challenge* and warm up with a gameplay tutorial, polls, and trivia about the series and more. Once gameplay kicks off on Monday, January 24th, participants can check in to view the daily leaderboard, which will display the top 100 players from the current evenings' round. Also, eligible fans (Individuals aged 18 years and older, who also are legal residents of one of the 50 United States) can log on the website nightly from Jan. 24- Jan. 28 to separately enter a sweepstakes for a chance to win a custom *Friends*-themed tour at Warner Bros. Studios for six.

Ananey Tech, a ViacomCBS company, conceived and produced TV Master — the interactive fan-based trivia app that powers *Friends: The Ultimate Trivia Challenge*. Ananey Tech (Previously Mars Interactive) is a subsidiary of Ananey, which develops interactive products in the television domain, connecting gaming and programming. Ananey Tech specializes in creating view-enhancing technologies, for major markets, including the United States, European Union, and Latin America.

Nick at Nite ranks as cable's top network with Women 18-49 and is also currently delivering its highest share of Adults 18-49 since 2017. *Friends* airs regularly from 10:00 p.m.-2:00 a.m. ET/PT on Nickelodeon's nighttime programming block **Nick at Nite**.

Friends, which debuted in 1994, follows the lives and loves of a close-knit group of friends while they navigate their way through their twenties living in New York City: siblings Ross (David Schwimmer) and

Monica Geller (Courteney Cox), along with friends Chandler Bing (Matthew Perry), Phoebe Buffay (Lisa Kudrow), Joey Tribbiani (Matt LeBlanc) and Rachel Green (Jennifer Aniston).

Friends was created by David Crane and Marta Kauffman, who executive produced the series with Kevin Bright through Bright/Kauffman/Crane Productions in association with Warner Bros. Television.

Nickelodeon, now in its 42nd 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 brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of ViacomCBS Inc. (Nasdaq: VIACA, VIAC).

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