

Karen Ward
THQ/ Media Relations
01483 754 140
karen.ward@thq.com

THQ ANNOUNCES SPONGEBOB SQUAREPANTS FRANTIC FRY COOK EXCLUSIVELY FOR NINTENDO DS™

New SpongeBob SquarePants Game Will Serve A Full Menu of Cooking Challenges and Unlockable Recipes

January 12, 2009 – THQ Inc. (NASDAQ: THQI) today announced that *SpongeBob Squarepants Frantic Fry Cook* is currently in development and scheduled to make its debut exclusively for Nintendo DS™ in March 2009.

In *SpongeBob Squarepants Frantic Fry Cook*, Mr. Krabs has signed up to compete in the cooking contest that will determine who will cater Jack Kahuna Laguna's Big Beach Party. Players will be tasked with assisting SpongeBob, Patrick and friends in running the Krusty Krab and training Plankton's cousins in the creation of the best deep-sea dishes. Utilising the Nintendo DS touch screen and stylus, players will serve more than 100 different zany entrees, such as a perfectly done Krabby Patty, Anemone Meatloaf, Fried Seaweed Sandwiches and other Sponge-I-Fied foods. With more than 25 different cooking activities, players will also learn how to cook SpongeBob style, which will include new and unique culinary techniques such as "skipping," "painting," and "slingshooting". As players progress through the game, they will earn rewards that will allow them to customise and decorate the Krusty Krab restaurant. Loaded with authentic voice-overs from Tom Kenny, the official voice talent of SpongeBob, the game also features wireless cooperative gameplay that will unlock additional Sponge-tacular recipes.

For more information on *SpongeBob Squarepants Frantic Fry Cook* and the rest of THQ's line-up of family-friendly titles, please visit www.playthq.com.

About Nickelodeon

Nickelodeon, now in its 29th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 98 million households and has been the number-one-rated basic cable network for 14 consecutive years. Nickelodeon, *SpongeBob SquarePants* and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

About THQ

THQ Inc. (NASDAQ: THQI) is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers and wireless devices. Headquartered in Los Angeles County, California, THQ sells product through its global network of offices located throughout North America, Europe and Asia Pacific. More information about THQ and its products may be found at www.thq.com. THQ and the THQ logo are trademarks and/or registered trademarks of THQ Inc.

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