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PRESS RELEASE

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4KIDS ENTERTAINMENT NAMES NINA FREEMAN DIRECTOR OF LICENSING AND MARKETING

Freeman To Manage 4Kids' Licensing Program For American Kennel Club

FOR IMMEDIATE RELEASE:

New York, NY (October 6, 2003) – 4Kids Entertainment, Inc. (NYSE: KDE) has appointed Nina Freeman Director of Licensing and Marketing, it was announced by Carlin West, Sr. VP, Sales/Marketing.

Based in 4Kids Entertainment's New York headquarters, Freeman will spearhead the licensing program for the American Kennel Club (AKC), reporting to West. 4Kids and the American Kennel Club recently expanded their worldwide representation agreement to include rights to represent AKC properties in every merchandise category. 4Kids intends to launch AKC licensed products in 2004, when the AKC celebrates its 120th anniversary.

Freeman joins 4Kids Entertainment from Everlast Worldwide, Inc., where she served as Director of Global Licensing. Prior to Everlast, Freeman held marketing positions with Polo Ralph Lauren Corporation, including Senior Marketing Manager for Domestic Licensing and Marketing Manager, Europe, Central and South America.

"We are delighted to announce the appointment of Nina Freeman to our licensing and marketing team," West said. "Our growing AKC licensing activities require full-time dedication from an experienced and dedicated executive. Nina's track record of success and depth of experience will serve our AKC efforts well as we seek to create opportunities with licensing partners ready to engage children and their families nationwide in the fun, study and lifestyle of purebred dogs."

Freeman received her Bachelor of Science degree in Languages and Linguistics from Georgetown University in Washington D.C.

(more)

The American Kennel Club (AKC), founded in 1884, is a not-for-profit organization dedicated to the advancement of purebred dogs. The AKC maintains the largest registry of purebred dogs in the world, oversees the sport of purebred dogs in the United States, and along with its 4,500 licensed and member clubs, educates the general public about responsible dog ownership. More than 15,000 competitions for AKC-registered purebred dogs are held under AKC rules each year including conformation, agility, obedience, tracking, herding, lure coursing, hunt tests, and field and earthdog trials.

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About 4Kids Entertainment

Headquartered in New York City with international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global provider of children's entertainment and merchandise licensing. 4Kids, through its wholly owned subsidiaries, provides domestic and international merchandise licensing; television, film, music and home video production and distribution; media planning and buying; product development; and Web site development. For further information, please visit the company's Web site at www.4KidsEntertainment.com.

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This press release contains forward-looking statements. Due to the fact that 4Kids Entertainment Inc., faces competition from toy companies, television networks, motion picture studios and other licensing companies, and the uncertainty of public response to the Company's properties, actual results or outcomes may differ materially from any such forward-looking statements.

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