

FOR: 4KIDS ENTERTAINMENT, INC.

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YU-GI-OH!: The Movie To Premiere August 13

4Kids Entertainment, In Association With Shueisha, TV Tokyo And Nihon AD-Systems, Teams With Warner Brothers Pictures For *YU-GI-OH!* Motion Picture

New York, N.Y. March 9, 2004 - **4Kids Entertainment, Inc. (NYSE: KDE)** announced today that it has reached an agreement for Warner Bros. Pictures, a division of Time Warner, Inc. (NYSE: TWX), to distribute ***YU-GI-OH!: The Movie***, the first theatrical motion picture based on the hit ***YU-GI-OH!*** animated television series. ***YU-GI-OH!: The Movie*** was produced by 4Kids Entertainment in association with Shueisha, TV Tokyo and Nihon AD-Systems.

YU-GI-OH!: The Movie will be released across the U.S. on August 13, 2004 and will be released internationally in markets outside of Asia beginning in late August 2004.

Burger King Corporation will launch a major ***YU-GI-OH!: The Movie*** premium promotion backed by television advertising in the U.S. and key territories. In addition, Warner Bros. Pictures and Japanese toy and video game maker Konami Corporation will be distributing special ***YU-GI-OH!: The Movie*** trading cards to movie-goers in the U.S. and in the international markets. Cards will be offered at theatres with ticket purchases, including a new, rare collector's card that will be introduced especially for the theatrical release of ***YU-GI-OH!: The Movie***.

"***YU-GI-OH!: The Movie*** is a natural progression as ***YU-GI-OH!*** remains one of television's top-rated animated series," said Alfred R. Kahn, Chairman and CEO of 4Kids Entertainment. "Taking ***YU-GI-OH!*** to the big screen is an exciting development for 4Kids Entertainment and we look forward to building on the success of the brand for many years to come."

YU-GI-OH!: The Movie takes the ***YU-GI-OH!*** animated television series and the stories appearing in *Shonen Jump* magazine, published by Shueisha in Japan and by VIZ, LLC in the United States, to another level.

In ***YU-GI-OH!: The Movie***, after the conclusion of the Battle City Tournament, deep below the sands of Egypt, an ancient evil has awakened. Anubis, who was defeated centuries ago by Yugi's mysterious alter ego – the ancient Pharaoh – has returned for revenge. Wielding the power of the Eighth Millennium Item, Anubis is determined to destroy Yugi and take over the world!

YU-GI-OH!, which made its U.S. television debut on *KIDS' WB!* in September 2001, continues to rank at the top of the ratings charts, airing on *KIDS' WB!* and Cartoon Network. Beginning in Japan as a manga (comic book) title in 1996, ***YU-GI-OH!*** has grown into a global kids' entertainment brand. More than 50 countries worldwide air ***YU-GI-OH!***, including the U.K., France, Germany, Italy, Australia and Mexico.

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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.

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.