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## **THE HITS KEEP COMING FROM 4KIDS ENTERTAINMENT**

FOR IMMEDIATE RELEASE:

New York, N.Y. (June 4, 2004) –***YU-GI-OH! ... TEENAGE MUTANT NINJA TURTLES ... POKÈMON ... CABBAGE PATCH KIDS ... WINX CLUB ... SHAMAN KING ... ARTLIST COLLECTION: THE DOG ... NINTENDO ...***

At the New York International Licensing Show, 4Kids Entertainment, Inc. (NYSE: KDE) will showcase some of the most in-demand kids character and brand licenses in the industry:

### **YU-GI-OH!**

***YU-GI-OH!*** is a nominee for three 2004 LIMA awards: Overall Best License of the Year, Best Character Brand License of the Year and Best Promotion of the Year. With a top kids' television series, trading card game, toys, video games and more than 40 licensees producing a variety of innovative products, Yugi will now make his feature film debut in ***YU-GI-OH!: THE MOVIE***. August 13, 2004 is the date when Warner Bros. will release the first theatrical motion picture based on the hit animated television series. In addition to the domestic release, the motion picture will play internationally in markets outside of Asia beginning in late August 2004. To support the theatrical feature, Warner Bros. Pictures and Konami Corporation will be distributing special ***YU-GI-OH!: THE MOVIE*** trading cards to movie-goers in the U.S. and international markets. Offered at theatres with ticket purchases, the trading cards will include exclusive cards only available in theatres while supplies last. One week before the theatrical release, Burger King Corporation will launch a major ***YU-GI-OH!: THE MOVIE*** premium promotion with national television support.

### **TEENAGE MUTANT NINJA TURTLES**

The ***TEENAGE MUTANT NINJA TURTLES*** also are nominated for three 2004 LIMA awards: Overall Best License of the Year, Best Character Brand License of the Year and Best Character Brand Licensee of the Year – Hard Goods for Playmates Toys' action figures. The all-new series about the fun-lovin' foursome is now in its second season on 4Kids Entertainment's ***FOX BOX***. Additionally, Cartoon Network is airing ***TMNT*** weekdays during MIGUZI, its popular new afternoon action adventure block, drawing strong ratings. About 75% of ***TEENAGE MUTANT NINJA TURTLES*** licensees plan to launch their first products in 2004. Playmates, whose initial line became one of the top selling action figure brands in the U.S. in 2003, is now rolling out new toys for '04. Upper Deck recently launched the ***TMNT*** trading card game. Konami, whose ***TMNT*** video game successfully launched in 2003, has set October '04 for the release of Game 2.

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### **POKÈMON**

From a trend to a timeless property, **POKÈMON** has matured into a best-selling brand that continues to capture the hearts of new generations of children. The seventh television season launches in September 2004 on *Kids' WB!* with 52 exciting adventures. This year, *Pokémon Advanced* continues to be one of the top-rated shows in children's television. Excitement has been building for the upcoming U.S. release of two video games from Nintendo - *Pokémon FireRed* and *Pokémon LeafGreen* - in the second half of '04 for Game Boy Advance. Nintendo is also set to launch new editions of the Pokémon Trading Card Game throughout '04. *Pokémon Ruby* and *Pokémon Sapphire* were reported the #2 and #3 best-selling video games of 2003, according to the NPD Group/NPD Funworld/TRSTS. *Pokémon Heroes* on DVD/VHS from Buena Vista was the #1 "Top Kid Video" in its initial release week, as reported by Billboard. *Kids' WB!* has renewed Pokémon for three more seasons. The *Jirachi Wish Maker* home video was released on June 1, 2004. Hasbro's toy line to include a new Pokédex, new plush, action figures and more. Over 40 licensees are expected to be in the market by Holiday '04.

### **F-ZERO: GP LEGEND**

Hot off the assembly line! This Fall the **FOX BOX** unveils the fastest show on television: **F-ZERO GP LEGEND!** F-Zero is Nintendo's high-speed, high-performance video game franchise. Since getting the green flag in 1991, four action-packed video games have wowed fans on the F-Zero circuit in the U.S. In September 2004, Nintendo will release **F-ZERO GP LEGEND** on Game Boy Advance, featuring extreme, all-new racing circuits. The licensing campaign is expected to launch in 2004/2005.

### **KIRBY: RIGHT BACK AT YA!**

**KIRBY** eats up the airwaves this Fall in his 3<sup>rd</sup> straight season featuring 26 new episodes on the **FOX BOX**. The pink powerhouse stars in his next Game Boy role in October 2004, and Nintendo's multi-million dollar marketing campaign is sure to blow *Kirby & the Amazing Mirror* right off the shelf. Look for **KIRBY** licensed products – including apparel, domestics, gifts/novelty, publishing, bakery and more – to start rolling out in the second half of 2004.

### **CABBAGE PATCH KIDS**

The **CABBAGE PATCH KIDS** retro trend is cranking up with the launch of original 1980's 16"-tall "kids" from Play Along. These one-of-a-kind "kids" will be available for adoption beginning August 2004 at major retailers across the U.S. Just like the originals, each "kid" comes with a name, birth certificate, and adoption papers – and no two "kids" are alike. Look for additional **CABBAGE PATCH KIDS** product lines, including apparel, accessories, footwear and stationery, coming 2004/2005 to specialty and mass retailers.

### **THE WINX CLUB**

The 4Kids Entertainment curtain rises for ...the **WINX CLUB**. Girls are soon to be entertained with the ultimate in action and fun! Set to debut on the **FOX BOX** on June 19, 2004, the **WINX CLUB** features a collection of magical characters and highlights key girls topics of love, friendship, fashion and music. Influenced by top Italian designers, the Winx Club is produced by Rainbow Srl and adapted for the U.S. by 4Kids Entertainment. Master toy licensee Mattel is expected to launch the first line of **WINX CLUB** fashion dolls in Fall 2004. Look for additional lines of apparel, accessories, video games and fashion trading cards to follow in Spring '05.

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### **SHAMAN KING**

Brought to the U.S. by the same team that introduced the successful Yu-Gi-Oh! franchise – Shueisha, TV Tokyo and 4Kids Entertainment – **SHAMAN KING** is one of the featured programs on the **FOX BOX**. Master license agreements are in place with Konami Digital Entertainment for video games and Mattel for toys and games, with product launches expected in August '04. Look for more licensed merchandise to roll out in Fall 2004 and throughout 2005.

### **TOKYO MEW MEW**

Set to premiere on the **FOX BOX** this Fall, **TOKYO MEW MEW** is an action-packed Japanese anime series following the adventures of five teenage girls who possess the powers of endangered animals and must battle aliens who want to destroy mankind – when they're not busy with homework and boyfriends, that is. Licensing campaign planned to launch in 2005.

### **ARTLIST COLLECTION: THE DOG/THE CAT**

A LIMA nominee for Overall Best License of the Year and Best Art Brand License of the Year, **ARTLIST COLLECTION: THE DOG** is a howling success with its heart-tugging collection of more than 70 breeds of puppies. Following its U.S. debut during the 2002 holiday season, **THE DOG** is growing in 2004 with additional product categories and distribution channels. 4Kids and McDonald's teamed for an April '04 special national promotion featuring 12 breeds of **THE DOG**-inspired plush toys in Happy Meals. New for 2004 are Play Along's interactive "Rollover and Spin Around Dogs" that take commands from their owners. 2004 will also see the debut of **THE DOG** infant products, watches and apparel for girls, women and men. For the other half of the pet-loving world, **THE CAT** is here. 4Kids launched the licensing campaign for **THE CAT** with an initial line of plush from Play Along in Spring '04.

### **NINTENDO**

4Kids continues its successful **NINTENDO** retro licensing program with new product categories and distribution channels. This nostalgic line launched with T-shirts and sweatshirts featuring some of the most recognized characters in video game history, the Super Mario Bros.®, Donkey Kong®, Zelda™, Metroid® and others. This line will expand to include watches, bags, stationery, car accessories and hats just to name a few. Additionally, on June 7, 2004 **NINTENDO** will release a Limited Edition Game Boy® Advance SP, designed after the original NES® (Nintendo Entertainment System®). To complete this Classic line, **NINTENDO** also is bringing back eight Classic NES games playable on any Game Boy Advance handheld system. **NINTENDO** is supporting this lineup with a \$3 million marketing campaign.

### **AMERICAN KENNEL CLUB**

The exclusive licensing representative of the **AMERICAN KENNEL CLUB**, 4Kids Entertainment has launched a licensing campaign targeting AKC's core constituency: Dog lovers and dog owners. 4Kids began by awarding Nanco – a pet industry leader – as the **AMERICAN KENNEL CLUB** licensee for toys, treats, collars, leashes, grooming products and apparel. Expected to be available Fall '04 at mass market retailers, supermarkets and specialty stores, Nanco's product line includes a variety of natural-fiber toys, including mallard ducks, sheep and turtles; rain jackets; faux shearling jackets; and quilted vests. Look for people apparel and home furnishings in 2005.

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### **INCREDIBLE CRASH DUMMIES**

When it comes to generating excitement from kids nationwide, the **INCREDIBLE CRASH DUMMIES** are no dummies. The **INCREDIBLE CRASH DUMMIES** began in the early 1990's as a widely seen public service announcement for safe driving – and evolved into a \$130 million worldwide brand. For 2004, this evergreen property has reinvented itself with second generation characters and fast-paced, tongue-in-cheek short animated stories, or interstitials, that are televised on Saturday mornings on the **FOX BOX**. Look for initial lines of toys, apparel, accessories, stationery, bags and backpacks to begin rolling out in 2004 and throughout '05.

### **MONSTER JAM**

The Speed Channel is the broadcast home for the **MONSTER JAM** television series that airs prime time Saturday nights. **MONSTER JAM** – the authentic brand in Monster trucks – draws more than 3.5 million spectators to more than 300 live stadium and arena events throughout the year. The **MONSTER JAM** franchise has more than 70 “monsters,” such as Teenage Mutant Ninja Turtles, Grave Digger and Batman, available for licensing. Watch for additional entertainment licensees in 2004!

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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 licenses, product development, media buying and planning and Web site development. For further information, please visit the company's Web site at: [www.4KidsEntertainment.com](http://www.4KidsEntertainment.com).

*The information contained in this press release, other than historical information, consists of forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act. These statements may involve risks and uncertainties that could cause actual results to differ materially from those described in such statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct. Important factors beyond the Company's control, including general economic conditions, consumer spending levels, competition from toy companies, motion picture studios and other licensing companies, the uncertainty of public response to the Company's properties and other factors could cause actual results to differ materially from the Company's expectations.*

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