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4KIDS ENTERTAINMENT HOME VIDEO
ANNOUNCES THE RELEASE
OF YU-GI-OH!: THE COMPLETE FIRST SEASON

Limited Edition Collector's Tins Available

New York, N.Y. (August 6, 2004)—4Kids Entertainment Home Video, the home video unit of 4Kids Entertainment, Inc. (NYSE: KDE) in association with FUNimation, will release ***YU-GI-OH!: The Complete First Season*** on August 10, 2004.

Also this August, 4Kids Entertainment Home Video will release:

- ***TEENAGE MUTANT NINJA TURTLES: Volume 11: The Ultimate Ninja***
-- August 17, 2004
- ***CABBAGE PATCH KIDS: The New Kid*** -- August 31, 2004

All three titles will be available at retail and at the 4Kids Entertainment Home Video Web site (www.4KidsHomeVideo.com).

YU-GI-OH!: The Complete First Season is a six DVD boxed set featuring 49 action-packed episodes of the hit animated series and more than 17 hours of entertainment. Available will be limited edition collector's tins.

In ***TEENAGE MUTANT NINJA TURTLES: The Ultimate Ninja***, there's a bad dude in town, and he's looking to pick a fight. The Ultimate Ninja has traveled across the universe to defeat the Shredder, and gain glory the world over. But when he finds out that Leonardo has already defeated the Shredder, the Ultimate Ninja sets his sights on Leonardo.

The ***CABBAGE PATCH KIDS*** are starring in their fourth original home video release. ***The New Kid*** is a musical adventure featuring two new songs - *Find My Way To Your Heart* and *The Hat Song*. In this home video, Norma Jean shows that everybody is special when she helps save the day in the school talent show.

(more)

YU-GI-OH!

TITLE: *The Complete First Season*

Episodes 1 - 49

RUNNING TIME: Over 17 hours

RATING: 7+

FORMAT: DVD

SRP DVD: \$99.98

STREET DATE: August 10, 2004

TEENAGE MUTANT NINJA TURTLES

TITLE: *Volume 11: The Ultimate Ninja*

RUNNING TIME: Approximately 80 minutes

RATING: 7+

FORMAT: VHS/DVD

SRP VHS/DVD: \$9.98/14.98

STREET DATE: August 17, 2004

CABBAGE PATCH KIDS

TITLE: *The New Kid*

RUNNING TIME: Approximately 30 minutes

RATING: All

FORMAT: VHS/DVD

SRP VHS/DVD: \$9.95/\$14.95

STREET DATE: August 31, 2004

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.

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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