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4KIDS ENTERTAINMENT HEADS TO TOY FAIR '04 WITH BIG TOY BRANDS

FOR INTERNATIONAL NEW YORK TOY FAIR 2004:

New York, NY (February 13, 2004) – **4Kids Entertainment, Inc. (NYSE: KDE)** isn't playing around when it comes to building some of the biggest toy franchises in the industry.

The New York-based kids entertainment company heads to Toy Fair '04 with its most expansive roster of brands ... From proven performers such as ***YU-GI-OH!***, ***TEENAGE MUTANT NINJA TURTLES***, ***POKÉMON***, ***NINTENDO***, ***CABBAGE PATCH KIDS*** and ***ARTLIST COLLECTION: THE DOG*** to new market launches such as ***SHAMAN KING*** and ***THE WINX CLUB*** ...

YU-GI-OH!

The ***YU-GI-OH!*** story continues. A leading trading card game and Game Boy Advance video game, ***YU-GI-OH!*** consistently ranks as one of the top three television programs for kids and boys across all age categories. Master toy licensee Mattel will unveil new products in its ***YU-GI-OH!*** toy categories in 2004. A major QSR partnership with national TV support is expected to be announced shortly. This five-week promotion is expected to begin in August '04. The second annual ***YU-GI-OH!*** World Tournament is set for July 23, 2004 at the Anaheim Convention Center. Duelists and gamers will compete in qualifying tournaments at retail locations around the world.

TEENAGE MUTANT NINJA TURTLES

Providing the brand with even more television exposure, 4Kids Entertainment recently licensed the U.S. cable television rights to the first 40 episodes of the ***TEENAGE MUTANT NINJA TURTLES*** to Cartoon Network, which will add the animated series to its lineup beginning Spring 2004. At the same time, 4Kids' ***FOX BOX*** will continue airing all ***TMNT*** first-run episodes. The ***TEENAGE MUTANT NINJA TURTLES*** turn 20 in April '04, as the brand is garnering a new generation of fans. ***TMNT*** was one of the top selling action figure brands in the U.S., Canada, U.K., Australia, France and Singapore in 2003, and Playmates will roll out new toys and expand into more than 40 countries in 2004. Konami's ***TMNT*** video game successfully launched October 2003, with Game 2 scheduled to be released later this year. Upper Deck's trading card game is set to launch February '04.

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POKÉMON

From a trend to a timeless property, **POKÉMON** has matured into a best-selling brand that continues to capture the hearts of new generations of children. The animated series is now in its sixth season and continues to be one of the top-rated shows in children's television today, airing 16 times per week on *Kids' WB!* and Cartoon Network. *Pokémon Ruby* and *Pokémon Sapphire* were two of the top three selling video games in 2003. Look for more video games, new editions of the Pokémon-e Trading Card Game and new toys from Hasbro to launch throughout 2004. Additionally, more than 40 licensees are expected to roll out new products in '04.

SHAMAN KING

Brought to the U.S. by the same team that introduced the incredibly successful *YU-GI-OH!* franchise - Shueisha, TV Tokyo and 4Kids Entertainment – **SHAMAN KING** is one of the featured programs on the **FOX BOX**. Konami plans to launch its first **SHAMAN KING** video game on multiple platforms in Fall 2004. The master toy and trading card game licensee is expected to be announced shortly. The merchandise roll out strategy calls for key product introductions in Fall 2004 and throughout '05.

KIRBY: RIGHT BACK AT YA!

One of **NINTENDO**'s most popular characters, **KIRBY** is now in his second season with all-new episodes on the **FOX BOX**. 4Kids has committed to airing 26 all-new episodes in Season 3. With the support of a multi-million dollar marketing campaign, **NINTENDO** plans to launch the next **KIRBY** video game for the Nintendo Game Boy Advance system in Fall 2004. From October 2003 through December '03, the dedicated **KIRBY** Web site (www.kirbykirbykirby.com) had over 16 million page views, with more than 235,000 unique visitors in December 2003. Look for **KIRBY** licensed products, including apparel, gifts/novelty, publishing, bakery and more, to start rolling out in the second half of '04.

ULTIMATE MUSCLE: THE KINNIKUMAN LEGACY

Now entering its second season, all-new episodes of this off-the-wall comedy-action series are premiering on the **FOX BOX** – just as master toy and video game partner Bandai prepares for the next **ULTIMATE MUSCLE** video game, scheduled for release in Summer 2004.

THE WINX CLUB

You've heard the buzz. Now **THE WINX CLUB** is poised to make its **FOX BOX** premiere in mid-2004. Created by top Italian designers and produced by Rainbow and 4Kids Entertainment, **THE WINX CLUB** features a collection of magical characters and highlights key girls' topics of love, friendship, fashion and music. Look for initial lines of fashion dolls and accessories, apparel and fashion trading cards to begin rolling out in Fall 2004 and throughout 2005.

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NINTENDO

One of the most popular and recognizable brands in the world, **NINTENDO** will expand its successful retro licensing program with new product categories and distribution channels. The retro line launched with T-shirts and sweatshirts featuring classic characters from **NINTENDO**'s library of famous video games – and has since expanded to include bags, patches, pins, sweatbands, belts, underwear, bedding, trucker and knit hats, boxers, flying discs, watches, stationery and car accessories. In addition to the retro line, the **NINTENDO** licensing program also includes back-to-school, apparel, toys, food and candy, board games, publishing and more. As a worldwide leader and innovator in the creation of interactive entertainment, **NINTENDO** continues to add to its existing library a rich and diverse mix of quality video games for players of all ages. Key 2004 releases include *Mario vs. Donkey Kong*, *Mario Golf: Advance Tour* and *Metroid: Zero Mission* for Game Boy Advance.

THE 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 PSA for safe driving – and evolved into a \$130 million worldwide brand. The re-launch will be supported by short animated stories, or interstitials, that will air on the **FOX BOX**. Scheduled to begin airing in Spring 2004, these interstitials will feature memorable slapstick gags and high-octane crashes.

ARTLIST COLLECTION: THE DOG – AND THE CAT!

First there was **ARTLIST COLLECTION: THE DOG**, now get ready for ... **THE CAT!** Play Along, which successfully unleashed **THE DOG**, is set to introduce **THE CAT** in Spring 2004. Play Along also is expanding its line for **THE DOG** with new interactive product showing at Toy Fair. Scheduled to launch Fall 2004, this interactive line includes Rollover and Spin Around Dogs. A national QSR promotion is expected to occur in April 2004.

CABBAGE PATCH KIDS

The **CABBAGE PATCH KIDS** retro trend is cranking up with the launch of original 16" Coleco-sized "kids" from Play Along. These one-of-a-kind "kids" will make their debut in the Play Along showroom during Toy Fair. The all-new **CABBAGE PATCH KIDS** are expected to be available for adoption Summer 2004 at major retailers across the U.S. Just like the originals, each "kid" will come with a name, birth certificate and adoption papers. No two "kids" are alike!

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AMERICAN KENNEL CLUB (AKC)

4Kids – the exclusive licensing representative of the **AMERICAN KENNEL CLUB** – has named pet products industry leader Nanco as the dog toy and treat licensee for the prestigious organization. Nanco will produce an array of dog toys and treats under the **AMERICAN KENNEL CLUB** banner for distribution at pet stores and mass market retailers. The initial line is expected to be available Summer '04. More 4Kids-AKC licensing news is on the way.

MONSTER JAM

MONSTER JAM is taking its rip-roarin' live show to television. Beginning February 21, 2004, 26 hours of original **MONSTER JAM** programming will air on the popular Speed Channel in primetime on 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 Grave Digger®, Teenage Mutant Ninja Turtles™ and Batman™, available for licensing.

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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, 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.

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