

WHAT'S INSIDE THE FOX BOX!?

4Kids Entertainment Launches An All-New Kind Of Kids Broadcast Network Starting September 14, 2002

FOR IMMEDIATE RELEASE:

New York, NY (May 14, 2002) - Beginning September 14, a new Saturday morning kids network takes to the television airwaves. From 4Kids Entertainment, the company responsible for some of the biggest names in children's entertainment, comes the **FOX BOX** - where inside awaits the best in action, adventure and comedy for kids nationwide.

"Kids love stuff that comes in a box-- whether it's presents, toys, cereal, games - you name it - kids can't wait to open a box to get at what's inside!" said Al Kahn, Chairman and CEO of 4Kids Entertainment. "And inside the **FOX BOX** are hit shows and an exciting and innovative format that brings new ideas and energy to Saturday morning kids television. More than a programming service, **FOX BOX** is designed to become a real, tangible part of kids' lives."

Backed by the support a multi-million dollar tune-in marketing campaign, the **FOX BOX** debuts with a powerhouse roster of high-profile kids entertainment brands that includes Nintendo's smash hit franchise **KIRBY**...the debut of an all-new, back-to-its-roots **TEENAGE MUTANT NINJA TURTLES** in first quarter 2003...and the introduction of an exciting array of non-stop action and outrageous fun.

What's also inside the **FOX BOX** is an unprecedented commitment to original programming...And all this is for Saturday mornings only - making each Saturday on the **FOX BOX** a TV event that kids can't miss!

Introducing, the **FOX BOX** 2002-03 season:

8:00AM-8:30AM: **STARGATE INFINITY**

8:30AM-9:00AM: **ULTRAMAN TIGA**

9:00AM-9:30AM: **KIRBY**

9:30AM-10:00AM: **KINNIKUMAN: ULTIMATE MUSCLE**

10:00AM-10:30AM: **TEENAGE MUTANT NINJA TURTLES** (Launching first quarter 2003)

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10:30AM-11:00AM: **ULTIMATE MUSCLE**

11:00AM-11:30AM: **KIRBY**

11:30AM-12:00PM: **FOOD FEUD**

Supporting the launch of **FOX BOX** is a comprehensive, multi-million dollar marketing campaign that combines on-air spots on both broadcast and cable television, a **FOX BOX** direct-giveaway to be distributed to kids nationwide and a range of tune-in sweepstakes promotions.

FOX BOX Series Descriptions:

8:00AM **STARGATE INFINITY**

Action meets education in an animated series based on MGM's successful sci-fi movie and television franchise "Stargate." A portal to the far reaches of the universe, Stargate is trespassed by a mysterious creature escaping a sinister alien race. Now, Stargate Command must get the beguiling Draga back to her home planet while evading capture by sinister alien soldiers as well as bounty hunters from Earth. Fully compliant with the FCC Children's Television Act, **STARGATE INFINITY** reunites the team responsible for such acclaimed educational programming as the multi award-winning "Captain Planet" and "Where on Earth is Carmen Sandiego?," the first Emmy award-winning FCC friendly series.

8:30AM **ULTRAMAN TIGA**

Everyone has a favorite superhero. But sometimes, when the going gets tough, "super's" just not enough. And that's when you need "ultra" -- as in Ultraman - the most popular action hero in Japan for over three decades. Now, the **FOX BOX** brings this proven ratings winner to America in all-new adventures featuring the giant-sized Ultraman and the Global Unlimited Task Squad (GUTS), a team of super peacekeepers who defend Earth from evil creatures of all shapes and sizes. But even GUTS' advanced weapons and futuristic technology are useless against a new breed of mega-monsters threatening mankind in the year 2049 . That's when one of the GUTS team transforms from his human identity into Ultraman to save the day!

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9:00AM **KIRBY**

Making his broadcast debut is one of Nintendo's most popular characters ever- the video game superstar KIRBY, on the heels of 15 hits- including the popular Super Smash Bros. Melee(tm) for Nintendo Gamecube(tm). On a dark day in Dream Land, a spacecraft falls from the sky. Inside is a pink, round creature named Kirby. Could this possibly be the legendary hero from the stars here to battle the strange creatures that have suddenly appeared? The villagers sure hope so! Little do they know that Kirby is actually the last of the great Warpstar heroes, and it's his destiny to thwart a much more sinister force working his will through King Dedede. How can the little pink powerhouse stop them? By using his unique copy ability, Kirby takes in his opponent's attacks and gives them back a taste of their own medicine. This distinctive power is the inspiration behind the show's tagline: "KIRBY - RIGHT BACK AT YA!"

9:30AM **KINNIKUMAN: ULTIMATE MUSCLE**

Nothing captures the attention of kids quite like wrestling - and **KINNIKUMAN: ULTIMATE MUSCLE** is wrestling at its most radical! **KINNIKUMAN: ULTIMATE MUSCLE** pits the powerful - but cowardly - Kinnikuman in an intergalactic SLAMARAMA of fast-paced excitement and far-out fun. With earth threatened by a sinister and oh-so-muscular band of space-baddies, an interplanetary cry for help goes out for a hero to fight off these ne-er do-wells. Reluctantly and accidentally answering the call: Kinnikuman, who must somehow find the courage to compete in a wrestling tournament like none before. In the other corner: hundreds of the most diverse and powerful super-wrestlers that the cosmos has to offer. Oh, yeah, the fate of the universe is at stake, of course! Only one outcome's for sure: **KINNIKUMAN: ULTIMATE MUSCLE** will turn up the action and bring on the laughs.

10:00AM **TEENAGE MUTANT NINJA TURTLES**

The billion dollar phenomenon of the late 80's-early 90's returns first quarter 2003... but no one's ever seen **TEENAGE MUTANT NINJA TURTLES** animated action like this. Meet the Supreme Green Fightin' Machine in an all-new way! Accidentally mutated by strange glowing green ooze in the sewers of New York City, trained to become masters of the martial arts, the **TEENAGE MUTANT NINJA TURTLES** are ready to do battle with the crazed Shredder and a legion of formidable foes. But if you think you know the TMNT story-think again! Incredible martial arts action, laugh out loud humor and the coolest reptiles you're ever going to meet! It's a whole new spin on a television classic. Get ready for the phenomenon to return... get ready for **TEENAGE MUTANT NINJA TURTLES!**

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11:30AM **FOOD FEUD**

It's French fries vs. pizza! Spaghetti & meatballs vs. peanut butter & jelly! Pork fried rice vs. chicken chow mein! We're talking Rude Food With Attitude! **FOOD FEUD** is the wackiest comedy adventure ever. It all starts when the secret art of culinary combat is developed. Foods transform into monsters, and they do battle for more than just good Zagat ratings. But when the world's greatest chefs are kidnapped by the evil Don Cook, a young apprentice sets off to rescue his father by whipping up some kitchen creations of his own. A tasty action adventure with more than a dash of humor and suspense, **FOOD FEUD** is the perfect recipe - for fun and outrageousness! Kids-you'll never look at food the same way again. And next time Mom says to finish your dinner-you'd better listen-- before it finishes you!

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 and product development; television, film, music and home video production and distribution; media buying and planning 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 the Company faces competition from toy companies, 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.

This release and prior releases are available on the Company's Worldwide Web site at www.4KidsEntertainment.com.

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