

# SSA Public Relations RELEASE

# PRESS

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## **FOX BOX ADDS *PIRATE ISLANDS* TO LINE-UP**

Hit Live-Action Adventure Series To Debut  
On March 8 at 11:30AM (ET/PT)

### FOR IMMEDIATE RELEASE:

New York, NY (February 27, 2003) - Ahoy mateys! This swashbuckling adventure series is the real booty for landlubbers and buccaneers alike! So hoist yer Jolly Roger and don't be marooned on some other network when ***PIRATE ISLANDS*** sets sail. It's more than just a TV show-it's a video game you live for real! Argh!

***PIRATE ISLANDS***, a hit Australian live-action series, is set to debut on 4Kids Entertainment's ***FOX BOX*** on March 8 at 11:30AM (ET/PT).

When Kate, Nicholas and Sara Redding test drive their dad's new prototype video game, "Pirate Islands," the kids get way more than a game ... they get **real life** action and adventure. Through a freakish happening, the kids get zapped into the game itself and find themselves trapped behind the video screen, with only one way to get home: **BEAT THE GAME!**

This high-concept action-adventure series transports the kids into a world ruled by eighteenth century Pirates where they are marooned on an exotic island along with a group of castaway children. Allied with the castaways, the Redding kids set up base in a secret tree house to battle the sinister Captain Blackheart and his motley band of fearsome Pirates.

"***PIRATE ISLANDS*** combines practically everything that kids love: high-flying adventure, an exotic pirate story and fast-paced video game-style action," said Al Kahn, Chairman and CEO of 4Kids Entertainment. "The only thing missing is chocolate. If this isn't a sure-fire hit ... I'm walking the plank!"

***FOX BOX***'s Saturday morning line-up, beginning March 8:

8:00am ***STARGATE INFINITY*** (TV-Y7 E/I)  
8:30am ***TEENAGE MUTANT NINJA TURTLES*** (TV-Y7 FV)  
9:00am ***KIRBY: RIGHT BACK AT YA*** (TV-Y7 FV)  
9:30am ***FIGHTING FOODONS*** (TV-Y7 FV)

(more)

10:00am **ULTIMATE MUSCLE** (TV-Y7 FV)  
10:30am **TEENAGE MUTANT NINJA TURTLES** (TV-Y7 FV)  
11:00am **THE CRAMP TWINS** (TV-Y)  
11:30am **PIRATE ISLANDS** (TV-Y7 FV)

**PIRATE ISLANDS** is produced by leading Australian animation producer Jonathan M. Shiff Productions Pty Ltd in association with Tele Images (France).

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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; 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](http://www.4KidsEntertainment.com).

### **About FOX BOX**

Saturday morning kids TV has taken on a whole new shape with the September 14, 2002 launch of **FOX BOX**. From 4Kids Entertainment, the company responsible for some of the biggest names in children's entertainment, **FOX BOX** is the TV network home for the all-new **Teenage Mutant Ninja Turtles**, **Kirby: Right Back at Ya!**, **Ultimate Muscle: The Kinnikuman Legacy**, **The Cramp Twins**, **Ultraman Tiga**, **Fighting Foodons** and **Pirate Islands**. **FOX BOX** airs Saturday mornings 8:00AM-12:00PM (ET/PT) on Fox Network affiliates nationwide.

### **About Jonathan M. Shiff Productions**

Founded in 1988, Jonathan M. Shiff Productions Pty Ltd is Australia's leading producer of high quality children's programming. The multi-award winning production company received BAFTA Awards for **OCEAN GIRL** and **THUNDERSTONE**, the **2001 Australian Film Institute (AFI) Award for Best Children's Television Drama** for **CYBERGIRL** and the **2001 Screen Producers of Australia (SPAA) Children's Producer of the Year Award**. Shiff live action kids series include **WICKED SCIENCE**, **IRONBARK DIARIES** and **PIRATE ISLANDS**.

*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.*

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