

## **4KIDS ENTERTAINMENT ADDS EMMY AWARD WINNING SHOW “BACK TO THE FUTURE” TO FOX BOX LINEUP**

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New York, NY (March 13, 2003) – **4Kids Entertainment, Inc. (NYSE: KDE)** announced today that it is adding a new television series to its Saturday morning FOX BOX lineup. The new addition, Emmy award winning-series “Back To The Future,” will debut on FOX BOX, Saturday, March 22 at 8:30AM (ET/PT).

“Back To The Future” stars Christopher Lloyd in live-action wrap-arounds featuring scientific demonstrations by Bill Nye, the host of “Bill Nye the Science Guy.” Dan Castellaneta, the voice of Homer Simpson in “The Simpsons,” lends his voice as Doc Brown. Tom Wilson and Mary Steenburgen provide their voice talent - Wilson as the show's archrival through history, Biff Tannen; and Steenburgen as Doc's no-nonsense wife, Clara Clayton Brown. The series has won several awards, including two Daytime Emmys.

“Back To The Future is an award-winning show that is based on three blockbuster films of the same title,” said Al Kahn, Chairman and Chief Executive Office of 4Kids Entertainment. “The series is a perfect fit for our action-oriented Saturday morning block and it is an FCC core educational show, which helps us to meet our programming requirements for the FOX BOX.”

The addition of “Back To The Future” follows the debut of the swashbuckling live action-adventure series, “Pirate Islands,” on FOX BOX this past Saturday, March 8 at 11:30am (ET/PT). The show follows the adventures of the Redding kids, Kate, Nicholas and Sarah, who are thrown into the real life action and adventure of their Dad’s prototype video game, Pirate Islands. Through a freakish happening, the kids get zapped into the game itself and find themselves trapped behind the video screen. The only way to get home is to beat the game!

This high-concept action-adventure series transports 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 a base in a secret tree house to battle the sinister Captain Blackheart and his motley band of fearsome Pirates.

The Company noted that the two new shows join FOX BOX’s existing Saturday morning line-up of kids series: “Teenage Mutant Ninja Turtles,” “Kirby: Right Back At Ya!” “Fighting Foodons,” “Ultimate Muscle: The Kinnikuman Legacy” and “The Cramp Twins.”

(more)

“Back To The Future” is a production of Universal Cartoon Studios and Amblin Television. Produced in association with Wang Film Productions Co., L.T.D. Animation designed and produced by Big Pictures, A Colossal Company.

“Pirate Islands” is produced by leading Australian animation producer Jonathon M. Schiff 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; television, film, music and home video production and distribution; media buying and planning; product development; and Web site development. For further information, please visit the company's Web site at [www.4KidsEntertainment.com](http://www.4KidsEntertainment.com).

*This press release contains forward-looking statements. Due to the fact that 4Kids Entertainment Inc., 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.*

CONTACT: (For 4Kids Entertainment)

KCSA Investor Relations  
Michael Cimini  
(212) 896-1233  
mcimini@kcsa.com

SSA Public Relations  
New York: Robin Lawson (212) 679-4750  
Los Angeles: Steve Syatt (818) 501-0700