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## **4KIDS ENTERTAINMENT ANNOUNCES NEW LINEUP** **FOR FOX BOX FALL 2004**

### ***ONE PIECE And F-ZERO -- GP LEGEND*** **Added To FOX BOX Lineup**

Third Season Of **FOX BOX** Premieres Saturday, September 18, 2004  
With **HULK HOGAN** And His Daughter **BROOKE** As Special Guest Hosts!

New York, N.Y. (September 1, 2004) – The only thing that’s predictable about **FOX BOX** beginning this September is that you can never predict what’s going to happen! Saturday mornings get turned upside down beginning September 18 when **FOX BOX** from 4Kids Entertainment, Inc. (NYSE: KDE) unveils an all-new look, an outrageous, in-your-face attitude – and a mega-hit lineup filled with action, adventure and fun.

Superstar **HULK HOGAN** helps the **FOX BOX** flex its muscles when he and his 16-year-old daughter, **BROOKE**, join the fun for the first of two weekends as special guest hosts. **FOX BOX** viewers get an exclusive tour of his Florida estate and take part in what can only be described as a hilarious non-stop Hulk-a-thon! With **HULK HOGAN** in the **FOX BOX**, there’s no telling what’s gonna happen! As an extra-special treat, **BROOKE HOGAN**, the next break-out pop star, will also perform songs from her upcoming hit album. It’s a can’t miss morning!

Big news: The hottest animated title to hit Japan in years comes to the U.S. – and **FOX BOX** has it—**ONE PIECE!** The license to thrill continues as **FOX BOX** launches Nintendo’s **F-ZERO -- GP LEGEND**, the fastest show on television.

New, new, new -- that’s the other really big news. Every series in the **FOX BOX** lineup features all-new episodes. Returning to **FOX BOX** are **TEENAGE MUTANT NINJA TURTLES**, **SHAMAN KING**, **WINX CLUB**, **KIRBY: RIGHT BACK AT YA!**, **SONIC X** and the **CRAMP TWINS** – with all-new adventures. Plus, the **INCREDIBLE CRASH DUMMIES** are back this season with a new series of fast-paced, tongue-in-cheek animated interstitials appearing throughout the four-hour block.

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Action-adventure series are not just for boys anymore, as the **WINX CLUB** proved this summer.

“Fall ’04 begins an exciting new season for **FOX BOX**, offering a completely different look, feel and attitude and major branded entertainment that has the programming power to bring kids to the set every week,” said Alfred R. Kahn, Chairman and CEO of 4Kids Entertainment.

**FOX BOX** airs Saturdays from 8:00 AM ET/PT, 7:00 AM CT to NOON ET/PT, 11:00 AM CT.

**NEW PROGRAM SCHEDULE (Effective September 18, 2004)**

<b>8:00AM ET</b>	<b>CRAMP TWINS (All-New Episodes)</b>
<b>8:30AM ET</b>	<b>WINX CLUB (All-New Episodes)</b>
<b>9:00AM ET</b>	<b>SONIC X (All-New Episodes)</b>
<b>9:30AM ET</b>	<b>ONE PIECE (Series Premiere)</b>
<b>10:00AM ET</b>	<b>TEENAGE MUTANT NINJA TURTLES (All-New Episodes)</b>
<b>10:30AM ET</b>	<b>F-ZERO – GP LEGEND (Series Premiere)</b>
<b>11:00AM ET</b>	<b>KIRBY: RIGHT BACK AT YA! (All-New Episodes)</b>
<b>11:30AM ET</b>	<b>SHAMAN KING (All-New Episodes)</b>

**PROGRAM DESCRIPTIONS:**

**CRAMP TWINS**

The **CRAMP TWINS** is the story of Wayne and Lucien Cramp, 10-year-old twins who are not at all alike. And, that’s not just because Wayne has a big, oval shaped, purplish-gray head, in contrast to Lucien’s small, round, pink head. It goes much deeper, no doubt all the way back to the womb. Delightfully mischievous, Wayne has one mission in life: To embarrass and bother his brother Lucien. His hobbies include eating, stirring up trouble and collecting weird stuff in his bedroom. And then there’s Lucien, eager to please and thoroughly well mannered, he wants to save the world through knitting!

**WINX CLUB**

Somewhere in the universe there is a wondrous place called Magix, where witches, fairies and humans all strive to get along. But there is an evil element that threatens the harmony of this enchanting world. Fortunately, a group of beautiful teenage girls, called the **WINX CLUB**, is here to battle these forces of darkness. Possessed with a passion for fashion and a flair for magic, these embodiments of teenage empowerment set the tone for exciting adventures every week.

While the job of battling the forces of evil is hard work, Bloom and her **WINX CLUB** friends certainly know how to do it in style!

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### **SONIC X**

In his second **FOX BOX** season, Sonic and company confront Dr. Eggman's creepy new weapon: The Ultimate Chaos Creature, a slimy shape-shifter with a mind of its own and a craving for Chaos Emeralds. Season 2 introduces such characters as Big the Cat, his freaky friend Froggy and Tikal, a mysterious muse with an ancient secret. Additionally, Sonic fans will learn about Gerald Robotnik and the strange, catastrophic experiments he conducted deep in outer space half a century ago. Plus, who's the Sonic look-alike who threatens to destroy his whole world? Stay tuned ...

### **ONE PIECE**

As a young boy in a small port village, Monkey D. Luffy was inspired to become a pirate by his childhood hero "Red-Haired" Shanks. But when he accidentally ate the cursed Gum-Gum Fruit, he gained the power to stretch like rubber ... at the cost of never being able to swim again! Despite this limitation, Luffy vowed to grow up to become the king of the pirates, and find the greatest pirate treasure of all -- the pirate Gold Roger's legendary "One Piece."

### **TEENAGE MUTANT NINJA TURTLES**

In their third heart-stoppin' karate-choppin' season on the **FOX BOX**, the **TEENAGE MUTANT NINJA TURTLES** find themselves in way over their shells. First up, when an alien invasion threatens all life on earth, the Turtles find themselves as the last line of defense for the human race. And if they survive this assault from the stars, what will they do when a top-secret U.S. government agency learns of their existence and begins hunting them for their rare, mutated DNA? Plus, the Turtles get separated, each one scattered to a different alternate reality. And if that's not enough serious butt-kickin' ninja action for one season, the Turtles have a final, fateful confrontation with their deadliest enemy, the Shredder. Can the green guys shut down the Shredder once and for all? Only the **FOX BOX** knows for sure ...

### **F-ZERO -- GP LEGEND**

The Race To End All Races: Nintendo's **F-ZERO -- GP LEGEND** is revved up and ready! The year is 2201 and across the universe rabid fans flock to F-Zero tracks everywhere. The prizes are enormous, and the stakes are even higher when the outlaws compete to win — at any cost! Rick Wheeler is both cop and racer, frozen for 150 years after a fatal car accident. He's brought back to life by Jody Summer, leader of the Elite Mobile Task Force, a team of high-risk racers driven by a need for speed and a thirst for victory. Their mission: To win F-Zero races and keep the prize money out of evil hands, defeat the menacing Black Shadow and bring peace to the entire galaxy.

### **KIRBY: RIGHT BACK AT YA!**

Season 3 promises to pour on the power ... pink power! Kirby's powering up with new abilities and new transformations to inhale his enemies attacks and blow away the competition. And there'll be plenty of new plot twists and turns as Kirby speeds toward the suspenseful showdown with the mysterious menace who's been out to destroy him from the start: The ruthless supervillian, eNeMeE! There's more laughs, more action and more adventure ahead as **KIRBY: RIGHT BACK AT YA!** powers into Season 3 with 26 new episodes!

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**SHAMAN KING**

Season 2 of **SHAMAN KING** brings the adventure to a whole new level of mystery and excitement. Yoh Asakura, his friends and their spirits travel across the globe to compete in Round 2 of the Grand Tournament – a contest where shamans and spirits unite and battle to see who is worthy of being crowned Shaman King. The stakes are high – only a shaman with a pure heart can save the planet from destruction; if a shaman with a dark heart wins the crown, the world is doomed.

**INCREDIBLE CRASH DUMMIES**

When it comes to generating excitement from kids, the **INCREDIBLE CRASH DUMMIES** are no dummies. What started out as a widely seen public service announcement for safe driving in the early 1990's, the **INCREDIBLE CRASH DUMMIES** became a \$130 million worldwide brand. For 2004, this evergreen property has reinvented itself with second-generation characters and fast-paced, tongue-in-cheek short animated stories, or interstitials, televised on **FOX BOX**.

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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](http://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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