

FOR: 4KIDS ENTERTAINMENT, INC.

4KIDS ENTERTAINMENT AND MGA ENTERTAINMENT ANNOUNCE *BRATZ*® TELEVISION SHOW TO BE BROADCAST ON 4KIDS TV™

All-New Series to Debut on 4Kids TV's Fall Lineup
Beginning on Saturday, September 10, 2005 on FOX

NEW YORK, N.Y. (July 19, 2005) – 4Kids Entertainment, Inc. (NYSE: KDE) and MGA Entertainment announced that the all-new ***BRATZ***® CGI animated television series featuring the incredibly popular ***BRATZ*** characters will air this fall on 4Kids TV™, 4Kids Entertainment's Saturday morning children's programming block on FOX.

With ***BRATZ***, 4Kids TV continues to add exciting shows that appeal to girls ages 6 to 11. The 4Kids TV girls block currently includes the popular ***WINX CLUB***™ and ***MEW MEW POWER***™. Japanese animated hit ***MAGICAL DOREMI***™ also will join the girls block when the fourth season of 4Kids TV launches on Saturday, September 10, 2005.

"We are delighted to have the ***BRATZ*** girls join the strong 4Kids TV fall lineup," said Alfred R. Kahn, Chairman and Chief Executive Officer of 4Kids Entertainment. "***BRATZ*** truly resonates with girls, appealing to their emerging sense of fashion and friendship. We feel this property is an excellent addition to expand our girls block on 4Kids TV."

"The ***BRATZ*** fans have been asking for a TV show for the past few years," said MGA Entertainment CEO Isaac Larian. "Their wish will finally come true! The people at 4Kids are passionate and entrepreneurial, and we are delighted to be working with them."

Since their debut in 2001, more than 100 million ***BRATZ*** fashion dolls have been sold worldwide. Also known as "The Girls with a Passion for Fashion," ***BRATZ*** are known for their sassy style and attitude.

The ***BRATZ*** animated series follows the exciting adventures of Yasmin, Cloe, Sasha and Jade as they scoop stories for their hip teen magazine.

4Kids TV's exciting fall lineup also marks the debut of the all-new ***G.I. JOE SIGMA 6***™ animated series. Returning 4Kids TV favorites include ***TEENAGE MUTANT NINJA TURTLES***™, ***ONE PIECE***™ and ***SONIC X***™. 4Kids TV airs Saturdays at 8:00 a.m. to noon (ET) on FOX.

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About 4Kids Entertainment, Inc.

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, please visit the Company's Web sites at www.4KidsEntertainment.com and www.4Kids.TV.

About MGA Entertainment

Headquartered in Van Nuys, California, MGA Entertainment is a leader in consumer entertainment products for children of all ages. The Company creates and manufactures innovative lines of proprietary and licensed products, including toys and games, fashion dolls, consumer electronics, home décor, stationary and sporting goods. BRATZ, its proprietary fashion doll line, was introduced in June 2001, and has since become one of the world's premiere toy brands as well as girls' lifestyle brands. The BRATZ brand is also noted for having won Family Fun magazine's Toy of the Year Award four years in a row. Please visit: www.mgae.com, www.bratzpack.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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