



FOR IMMEDIATE RELEASE

**4KIDS ENTERTAINMENT ANNOUNCES
2005 FALL LINEUP FOR 4KIDS TV™**

MAGICAL DoReMi™, BRATZ® and G.I. JOE SIGMA 6™
Join 4KIDS TV Lineup

Fourth Season of 4KIDS TV Premieres Saturday, September 10, 2005
On FOX

New York, N.Y. (September 7, 2005) – 4Kids Entertainment, Inc. (NYSE: KDE) announced its exciting new 4KIDS TV™ lineup filled with cool original programming, state-of-the-art animation and non-stop adventure for fall 2005. 4KIDS TV, which airs Saturday mornings from 8:00 a.m. to 12:00 p.m. (ET) on FOX affiliates nationwide, launches its fourth season on September 10, 2005.

With its powerhouse combination of both boys and girls shows - including the U.S. debut of *MAGICAL DoReMi™, BRATZ®* and *G.I. JOE SIGMA 6™* - 4KIDS TV is sure to ignite the imaginations of kids nationwide. Returning to the 4KIDS TV lineup with all-new adventures are well-known and popular properties *ONE PIECE™, WINX CLUB™, TEENAGE MUTANT NINJA TURTLES™, SONIC X™* and *MEW MEW POWER™*.

“Our 4KIDS TV lineup this fall is our strongest yet,” said Alfred R. Kahn, Chairman and CEO of 4Kids Entertainment. “With the return of our most popular shows, combined with the series premiere of the popular *BRATZ* girls, *MAGICAL DoReMi* and *G.I. JOE SIGMA 6*, 4KIDS TV has the programming power to bring kids to the television set. We are excited by our new fall schedule and look forward to strengthening 4KIDS TV’s position as a leading destination for compelling content for boys and girls.”

NEW 4KIDS TV PROGRAM SCHEDULE (Effective September 10, 2005)

8:00 a.m. – Magical DoReMi (Series Premiere)
8:30 a.m. – Mew Mew Power (All-New Episodes)
9:00 a.m. – Bratz (Series Premiere)
9:30 a.m. – Winx Club (All-New Episodes)
10:00 a.m. – Sonic X (All-New Episodes)
10:30 a.m. – Teenage Mutant Ninja Turtles (All-New Episodes)
11:00 a.m. – G.I. Joe Sigma 6 (Series Premiere)
11:30 a.m. – One Piece (All-New Episodes)

-- more --

Complementing the broadcast network is www.4Kids.TV, offering kids a 24/7 destination for streaming video of full-length show episodes, games and promotions. For programming information in your area, please visit www.4Kids.TV.

4KIDS TV PREMIERES:

MAGICAL DoReMi: One of the most popular and longest running girls' shows in Japan is debuting in the U.S. on **4KIDS TV**. A magical, musical odyssey through the secret world of witches-in-training, **MAGICAL DoReMi** is the story of three third graders and best friends Dorie, Reanne and Mirabelle who — armed with the power of music and the desire to make the world a better place — embark on a journey of fantasy and fun.

These Witchlings, as they are known in the Lunaverse, must go through eight stages of apprenticeship, which takes them on endless adventures and introduces them to a cast of colorful characters.

BRATZ: “The Girls with a Passion for Fashion™” are getting their own TV series. The series follows the adventures of Cloe™, Yasmin™, Jade™ and Sasha™ as they scoop stories for their own teen magazine. Stories that run the gamut from outrageous capers to their very own everyday teenage experiences -- that take them from Stiles High School to exciting cities around the world. Getting the scoop, however, is not always easy. The Bratz must contend with Burdine Maxwell, the meddling editor of rival Your Thing Magazine, and her two student interns, Kirstee and Kaycee (aka The Tweevils), who will go to extremes to out-scoop the Bratz and their magazine. In the end, the Bratz always find a clever way to outsmart them and prove anything is possible if you are true to yourself and your friends. The stories are filled with comedy, adventure and fun - plus lots of cutting-edge style and cool music.

G.I. JOE SIGMA 6: **G.I. JOE SIGMA 6** is an all-new action-packed boys action fantasy based on the characters of **G.I. JOE**, heroes that boys have loved for more than 20 years. The new **SIGMA 6** series takes a core team of heroes - Duke, Snake Eyes, Heavy Duty, Scarlet, Long Range and Tunnel Rat (aka the Joes), and pits them against the most devious villains - the evil Cobra organization led by Cobra Commander. The Joes fight Cobra in broad range comic book fantasy adventures in the world where reality and fantasy come together. With constant schemes of world domination, Cobra uses cutting edge science to try to defeat the Joes and take over the world. Only through teamwork, heroism, bravery, and some of the coolest gear ever invented, are the Joes able to take on Cobra and keep the world safe ... Or can they?

4KIDS TV'S RETURNING LINEUP:

WINX CLUB: Season 2 finds the Winx Club girls in their sophomore year and this means more advanced magic, more intense battles and more adventures. There's also a new fairy who joins them, Layla, a princess from the Realm of Tides. And each Winx girl gets a Pixie friend of their own that has a unique personality and magical powers! These Pixies are sweet, cute and a bit clumsy!

There's a new villain too – he's from the Under Realm and when he teams up with the senior witches from last season, he seems unbeatable. But the Winx Club isn't about to let the universe fall into evil hands – together they'll use all their magic and all their power in an epic battle to save the world.

TEENAGE MUTANT NINJA TURTLES: In their fourth pulse-poundin' karate-choppin' season on the *4KIDS TV*, the *TEENAGE MUTANT NINJA TURTLES* find themselves in way over their shells. Season 4 pits the lean, green fightin' Turtle teens up against all manner of mutants and monsters. One of the Turtles' deadliest foes has accidentally released a mutagenic chemical agent into the city sewer system, and now the Big Apple is crawling with creepy creatures. Can the Turtles put an end to this overwhelming mutant outbreak? Later, Splinter sends Leonardo on a pilgrimage halfway around the world to learn further secrets of ninjitsu from the mysterious Ancient One. But while Leo is away, the Turtles' lair is attacked and destroyed by an army of Foot warriors led by a new and even more vicious Shredder! Other highlights include: The evil sorcerer Savanti Romero pulls our shell-shocked heroes back to the time where dinosaurs ruled the earth; the insane Dr. Baxter Stockman returns to avenge himself on April O'Neil; the heroic Usagi Yojimbo comes for a visit but accidentally brings a notorious assassin with him; and Michelangelo must defend his championship title in a no-holds barred grudge match in the BattleNexus.

ONE PIECE: The quest to find *One Piece* and become the "King of the Pirates" continues in Season 2 with more action-packed episodes, new villains and the introduction of a new crew member, Chopper! We rejoin Luffy and crew on Drum Island, desperately trying to find a doctor for Nami, who remains critically ill. If that isn't bad enough, they have to fight off a terrible tyrant named King Wapol, who has forbidden all doctors from helping anyone but him. That doesn't stop one medical whiz kid from coming to Nami's rescue. Not only does he help cure Nami, he goes with her, as the sixth member of the Straw Hat crew. His name is Chopper! But, he's no ordinary doctor . . . he's part reindeer and part human, due to eating one of the Cursed Fruits.

SONIC X: In his third *4KIDS TV* season, Sonic faces his most powerful foe ever - Dark Oak, ruler of the mysterious and ruthless Metarex. Joined by Chris and the rest of his friends, Sonic must stop the Metarex from carrying out their plan for galactic domination. Joined by Cosmo, a plant-girl whose clan was wiped out by the Metarex, our heroes race across the galaxy to stop Dark Oak and his minions from seizing Planet Eggs (which contain the life force of planets) and stealing Chaos Emeralds. During their space journeys, Shadow makes a surprise return, shocking secrets are discovered and friendships tested, and even Dr. Eggman is finally forced to choose between Sonic's defenders of freedom and the Metarex who are determined to bring galactic catastrophe. As the Metarex fleets rendezvous to carry out the final stage of their secretive plan, Team Sonic will have to put their lives and future on the line to save the galaxy — and perhaps the universe!

MEW MEW POWER: In Season 2, the Mew Mews get into even more predicaments with more Cynicon invasions, more friendships and more drama, including the arrival of a mysterious stranger, named Blue Knight. Of course, this all continues the adventures of these five teenage girls who channel the powers of endangered animals while trying to save the Earth from an alien invasion. They run their operation undercover as waitresses in a café where they work after school. In every episode, the aliens invade different animals and turn them into evil monsters called Predasites. When these Predasites try to take over the planet, it's up to the girls to stop them. And if that isn't hard enough, they still have to juggle an after-school job, homework . . . and boys!

#

-- more --

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

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.

Contact:

Casey Cotton, Alan Taylor Communications
212-714-1280
casey@alantaylor.com