

For: 4Kids Entertainment, Inc.

4Kids Entertainment Announces New Setting
For Teenage Mutant Ninja Turtles® Television Series
Beginning Fall 2006

***Teenage Mutant Ninja Turtles – Fast Forward Places Action Heroes
99 Years in the Future for Upcoming Fifth Season on 4Kids TV™***

New York (February 1, 2006) – 4Kids Entertainment, Inc. (NYSE: KDE), a global provider of children’s entertainment and merchandise licensing, announced today an exciting new setting for the fifth season of the popular Teenage Mutant Ninja Turtles® television series scheduled for fall 2006 on 4Kids TV™.

TEENAGE MUTANT NINJA TURTLES - FAST FORWARD catapults Leonardo, Michelangelo, Donatello and Raphael 99 years into the future where they emerge from the sewers and no longer have to hide. The year is 2105 and the action heroes sport a whole new look as they face amazing adventures and square off against new foes in an exciting world of cutting-edge technology.

4Kids Entertainment will support the series with an extensive licensing and marketing campaign to launch in July 2006 with a new toy line, featuring a full spectrum of toys including action figures and role playing products from master toy licensee Playmates Toys.

“TEENAGE MUTANT NINJA TURTLES – FAST FORWARD promises more fun and exciting journeys from our favorite ninja characters,” said Alfred R. Kahn, Chairman and CEO of 4Kids Entertainment. “The evolution of the Turtles moving out of the sewers and living among humans is a story arc that provides the right combination of intrigue and comedic material to capture a wider television audience and extend the brand. We believe our fresh approach to this successful series will continue to entertain the legions of Turtles fans as well as appeal to new viewers on 4Kids TV.”

4Kids TV, 4Kids Entertainment's four hours of children's programming broadcast Saturday mornings on FOX, features popular animated series for both boys and girls including Magical DoReMi™, Winx Club™, Bratz®, Teenage Mutant Ninja Turtles, Sonic X™ and G.I. Joe Sigma 6™.

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.

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