



“ENTER THE CODE”

4KIDS TV™ LAUNCHES NEW ANIMATED SERIES *CHAOTIC™*

New Series To Complement Highly-Anticipated CHAOTIC Multi-Platform Trading Card Game Launching In Early 2007

Special Preview Saturday, September 30, 2006 at 10:30 a.m. (ET) on 4Kids TV (Fox affiliates nationwide)

Series Premiere Saturday, October 7, 2006 at 10:30 a.m. (ET) on 4Kids TV (Fox affiliates nationwide)

New York, N.Y. (September 30, 2006) – The world is getting Chaotic on **Saturday, September 30 at 10:30 a.m. (ET)** on **4Kids TV** when viewers can see a **special preview** of the new, action-packed animated series **CHAOTIC™**. The series **premieres** on **Saturday, October 7 at 10:30 a.m.** Created by 4Kids Entertainment, Inc. and Chaotic USA Entertainment Group, Inc. and produced by 4Kids Productions and Bardel Entertainment, **Chaotic** introduces viewers to tales of parallel worlds, incredible powers, fierce and fantastical creatures, and mind-blowing, unprecedented competition.

The **Chaotic** series follows two teenage boys who discover that the Chaotic Trading Card Game™ they’ve been playing is more than a game... a whole lot more! A secret portal transports them to Chaotic, a parallel universe where the boys find themselves right in the middle of the action where the game comes to life. They quickly realize that the unique codes on their trading cards are actually scans of real, living creatures with unique powers from the realm of Perim. The boys then use these fierce and fascinating beings to help further their gaming skills as they capture the codes of new creatures, new battle gear –even new locations in which to compete. So the ultimate question is: How can other players get to Perim and experience Chaotic? Enter the code!

The series complements the highly-anticipated new **Chaotic Trading Card Game™**, launching in early 2007. In this highly-innovative, multimedia game, each card has its own unique code that not only ensures that virtually no two cards are alike, but also enables kids to upload for free their personal collection of Chaotic cards to battle and trade online at the www.chaoticgame.com gaming portal, also launching in 2007. **The Chaotic Trading Card Game portal** will offer a full player community environment with on line chat, friends groups and league playing. Through the TV series, viewers will be able to discover battle strategies that will ultimately help them master the **Chaotic Trading Card Game™** for both on-line and off-line game play -- elevating the

interactivity and engagement with kids to a level never before seen in an entertainment property.

CHAOTIC™

Special Preview Date: Saturday, September 30, 2006 (and available immediately following on www.4kids.tv/chaotic)

Premiere Date: Saturday, October 7, 2006 (Series Premiere)

Time: 10:30 a.m. ET

Channel: 4Kids TV (4Kids Entertainment's four-hour programming block on Saturday mornings on Fox affiliates nationwide)

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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, 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 the Private Securities Litigation Reform Act of 1995. 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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CONTACT: Dan Klores Communications
Karen Silberg or Karyn Barr
212-981-5232 or 212-981-5263
karen_silbergr@dkcnews.com/karyn_barr@dkcnews.com

Sara Stern Levin
4Kids Entertainment
646-822-4257/cell: 917-701-6718
slevin@4kidsent.com