



4KIDS ENTERTAINMENT UNVEILS '08-'09 SATURDAY MORNING LINEUPS FOR FOX AND THE CW TELEVISION NETWORKS

Four-Hour *4KidsTV* Block on FOX and Five-Hour *TheCW4Kids* Block Kick Off September 13th with New Series Including “Chaotic: M’arrillian Invasion” on Fox, “Yu-Gi-Oh! 5D’s” and “Teenage Mutant Ninja Turtles: Back to the Sewer” on The CW

***TheCW4Kids Brand Spankin’ New Spectacular Saturday Sneak Peek Party!*
on Friday, September 12th at 4:30PM Offers Fall Season Preview**

NEW YORK (September 3, 2008) – 4Kids Entertainment, Inc. (NYSE: KDE), a global provider of children's entertainment, unveiled its Saturday lineup of fall programs for *FOX* and *The CW Network* today. Debuting September 13th, the schedule reflects nine hours of national television programming on two broadcast networks.

TheCW4Kids, the five-hour block of programs on The CW Network (Saturdays 7:00AM-Noon), features the debut of two new series: “Teenage Mutant Ninja Turtles: Back to the Sewer” and “Yu-Gi-Oh! 5D’s.” To celebrate the launch of The CW’s fall season of Saturday morning programming, on Friday, September 12 (4:30-5:00 PM, EDT), kids will be treated to an exclusive “first look” at the lineup of shows with *TheCW4Kids Brand Spankin’ New Spectacular Saturday Sneak Peek Party!* The half-hour special will include a preview of the upcoming fall lineup, including a sneak peak at the new comedy GOGORIKI, which is expected to join the fall schedule September 27th.

In addition, *4KidsTV*, the four-hour block of programs on FOX (Saturdays 8:00 AM-Noon), features the highly anticipated new series, “Chaotic: M’arrillian Invasion,” the next chapter in the “Chaotic” saga based on the best-selling trading card and online game. 2008-09 marks 4Kids’ 7th consecutive season on FOX and its inaugural season on The CW Network. Al Kahn, Chairman and CEO, 4Kids Entertainment and Norman Grossfeld, President, 4Kids Productions, oversee the company’s network television operations.

4Kids Productions, the “locomotive” behind the majority of shows on both networks, is involved in the development, production, adaptation and/or post-production of ten of the series airing this season. Original 4Kids productions include “Teenage Mutant Ninja Turtles: Back to the Sewer,” “Chaotic,” “Viva Piñata,” “Teenage Mutant Ninja Turtles: Fast Forward” and “Chaotic: M’Arillion Invasion.” Additionally, 4Kids Productions is adapting “Dinosaur King,” “Yu-Gi-Oh! 5Ds” and the new animated series from Russia, “GOGORIKI” (fka “SMESHARIKI”), for American audiences. In total, 4Kids Productions is involved in the production of some 350 episodes of television annually.

In addition to the television-based window, 4Kids Entertainment provides fans with a Web-based environment to continue the experience with their favorite shows and characters at www.4Kids.tv and www.CW4Kids.com. These dynamic, interactive and constantly updated 4Kids Websites feature hundreds of hours of complete TV series’ episodes available free on-demand, with new shows and Web exclusives added frequently. The COPPA-compliant online destinations also offer safe kid-friendly activities ranging from branded TV show areas for every series in the lineups to a weekly-replenished library of more than 150 games.

“With this full slate of shows in production, and the creation of new Websites, online content and supporting interstitial material, 4Kids Productions has established itself as one of the leading producers of children's animated content in the world,” said Grossfeld.

“I’m proud of the collective contributions from 4Kids Productions’ creative talent,” added Kahn. “The 18 half-hours we program over two broadcast networks is a strong illustration of 4Kids’ growth as a leading force in kids-driven media.”

Additional series will join the 4Kids schedules later in the season, including the previously announced “Huntik,” “Rollbots” and “GOGORIKI.”

TheCW4Kids Fall Lineup (The CW Network) – Effective September 13, 2008

7:00AM - Will & Dewitt

7:30AM - Magi Nation

8:00AM - Skunk Fu!

8:30AM - Viva Piñata

9:00AM - The Spectacular Spider-Man

9:30AM - Teenage Mutant Ninja Turtles: Back to the Sewer (NEW SERIES)

10:00AM - Dinosaur King

10:30AM - Yu-Gi-Oh! 5D's (NEW SERIES)
11:00AM - Chaotic
11:30AM - Chaotic

TheCW4Kids Fall Lineup (The CW Network) – Effective September 27, 2008

7:00AM - Will & Dewitt
7:30AM - Skunk Fu!
8:00AM - Viva Piñata
8:30AM – GOGORIKI (NEW SERIES)
9:00AM - The Spectacular Spider-Man
9:30AM - Teenage Mutant Ninja Turtles: Back to the Sewer (NEW SERIES)
10:00AM - Dinosaur King
10:30AM - Yu-Gi-Oh! 5D's (NEW SERIES)
11:00AM - Chaotic
11:30AM - Chaotic

4KidsTV Fall Lineup (FOX) – Effective September 13, 2008

8:00AM - Di-Gata Defenders
8:30AM - Biker Mice From Mars (NEW SERIES)
9:00AM - Sonic X
9:30AM - Sonic X
10:00AM - Chaotic: M'arrillian Invasion (NEW SERIES)
10:30AM - Teenage Mutant Ninja Turtles: Fast Forward
11:00AM - Kirby Right Back at Ya
11:30AM - Winx Club

TheCW4KIDS

Will & Dewitt (E/I)

Will is an everyday little kid with an endless thirst for big kid adventure. Enter Dewitt, his talking frog and personal “life coach.” Dewitt’s a frog and then some – a green ball of shape-shifting optimism to guide Will toward his destiny of discovering that all things are possible. Where there’s Will, Dewitt is the way.

Magi-Nation (E/I)

“Magi-Nation” follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination. In this new world, Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It’s up to this young trio and their vast collection of Dream Creatures to thwart the evildoers’ plans and protect their world.

Skunk Fu!

“Skunk Fu!” is the hilarious tale of Skunk, a rambunctious martial arts student studying under the guidance of wise old Panda. The goal of Skunk’s training is to end a centuries-old battle with the evil Dragon, while transforming himself into the savior of his hometown, The Valley. Skunk and Panda are joined in their comedic adventures by a gallery of entertaining animal pals – from the combat-ready Rabbit and the skillful Fox, to the adroit Turtle and cowardly Tiger.

Viva Piñata

Welcome to the wonderful, wacky world of Viva Piñata! Here on the colorful and picturesque Piñata Island, all manner of colorful, candy-filled piñatas live, dance, and grow. Their fondest wish: to entertain at a birthday party as only Piñatas can. From the honey-happy buzzlegum, to the fire-breathing dragonache, the gardens of Piñata Island are teeming with every kind of hysterical and zany piñata imaginable. Watch as they spend their days eating treats and living the sweet life till they reach MAXIMUM CANDIOSITY. Once this happens they must report to Piñata Central, where they are shipped off to delight party-lovers everywhere in the traditional piñata way -- by allowing themselves to be bashed open by bat-wielding revelers!

GOGORIKI (NEW SERIES)

Meet the GOGORIKI, a circle of best friends whose zany adventures always result in loads of laughs! They live in a safe and peaceful world where stories revolve around characters and comedy, not conflict. The GOGORIKI are animal-like beings, each with a cute round shape and a unique personality filled with infectious charm. There is no standard antagonist or "bad guy," the energy for each adventure is derived from the crazy antics that result from amusing mishaps and hysterical situations. Already a huge hit in Russia, each half-hour episode consists of three 6 1/2 minute stories.

The Spectacular Spider-Man

"The Spectacular Spider-Man" picks up the original web-slinger's mythology at the beginning of his journey as a not-so-typical 16-year-old entering his junior year of high school. Peter Parker must conceal his secret identity and confront the multi-leveled pressures of teenage life at home and school, while combating menacing super villains including Sandman, Doc Ock, Green Goblin and Venom.

Teenage Mutant Ninja Turtles: Back to the Sewer (NEW SERIES)

When the Turtles come back from the future, the menacing Viral interferes with their return to the present, causing Master Splinter to get trapped in cyberspace and bits of his data code to scatter all throughout the digital domain. The Turtles venture into the vast virtual realm to find their beloved Master, but instead discover... The Cyber Shredder! If the Turtles are going to be triumphant they'll need to work together in ways they never have before, otherwise Splinter will be lost and the devious Shredder will be back, causing all "shell" to break loose.

Dinosaur King

Join the D-Team, Max, Rex, and Zoe, as they race around the world to beat the nefarious Alpha Gang to the secrets that bring dinosaurs back to life. Set in the present time, our three heroes are able to transport themselves anywhere in the world to hunt down dinosaur cards that have been lost by the time-traveling Dr. Z and his bumbling team of bad guys. Watch as *real* dinosaurs are brought back to the present for incredible, heart-stopping CGI battles!

Yu-Gi-Oh! 5D's (NEW SERIES)

The future of dueling is revving up and it begins with a new legend, Yu-Gi-Oh! 5D's, the latest entry in the internationally renowned series. Welcome to the new Domino City. Once the playground to legendary duelist Yugi Moto, this sprawling metropolis has since been transformed into a futuristic society where dueling has kicked into overdrive. Now the winners and losers aren't just separated by skill and strength... but by SPEED! For five special duelists, it's not just about winning or losing anymore - it's about survival, as they are the chosen "signers" who have been marked by destiny to uncover the secrets of the five dragons.

Chaotic

Based upon the best-selling next generation trading card game that uses patented technology to create unique codes, empowering players and collectors to battle and trade cards online (at ChaoticGame.com). When some players start receiving mysterious passwords, they find themselves transported to a place called Perim, where the Chaotic creatures clash. Soon players and viewers discover that they can use the codes to transform themselves into the actual creatures and play the game for real! The show elevates the level of interactivity and engagement with kids to a height never before seen in a trading card property.

4KidsTV (Fox)

Di-Gata Defenders

“Di-Gata Defenders” follows the legendary quest of four young heroes entrusted with finding four pure stones and returning order to their world. With the help of powerful Guardian creatures, the heroes do battle with evil villains. Only one group can control the destiny of the powerful stones. The Di-Gata Defenders are the last line of protection between the good people of RaDos and the Villains who seek to rule them.

Biker Mice From Mars (NEW SERIES)

The Biker Mice From Mars are back on Earth and ready to rumble! They’re hip, tough, funny and ready to take on the world. However, as rough and rugged as they are, they also have hearts as big as their helmets. Throttle, Modo and Vinnie are The Biker Mice From Mars!

Sonic X

Follow the adventures of Sonic and friends. They must stop the evil genius Dr. Eggman from getting the powerful Chaos Emeralds. If Dr Eggman gets his hands on the Chaos Emeralds, he will take over the world. Will Sonic and friends be able to stop him?

Chaotic: M'arrillian Invasion (NEW SERIES)

Enter the Code and experience the explosive next season of “Chaotic: M'arrillian Invasion.” Now Chaotic's got a fierce new look: it's all-out action for every blistering battle, each Creature clash and all slammin' Scan Quests. As Tom and Kaz delve deeper into Chaotic, they quickly confront freaky new Creatures, uncover strange new Locations and scan awesome new BattleGear and Mugic. But their games take a shocking, world-rocking turn when a mysterious new tribe is accidentally unleashed. Will the force of their mega-mental powers let them conquer the Tribes and rule Perim?

Teenage Mutant Ninja Turtles - Fast Forward

Leonardo, Michelangelo, Donatello and Raphael are catapulted nearly 100 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.

Kirby Right Back at Ya

When Kirby crash lands near Cappytown on the planet Pop Star, he must save the planet from destruction by the evil Nightmare. The evil King Dedede and his sidekick Escargoon attack Kirby and the people of Dream Land with creatures and machines provided by Nightmare, but will Kirby use his ability to inhale his enemy's power to save the day?

WINX CLUB (E/I)

WINX CLUB returns with the adventures of teenage fairies: Bloom, Flora, Stella, Musa, Layla and Tecna, who use magic to defend themselves and protect the Realm of Magix from evil.

About 4Kids Entertainment, Inc.

With U.S. headquarters in New York City, regional offices for its trading card business in San Diego, California and international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global organization devoted to the creation, development, production, broadcasting, distribution, licensing and manufacturing of children's entertainment products.

Through its subsidiaries, 4Kids produces animated television series and films, distributes 4Kids' produced or licensed animated television series for the domestic and international television and home video markets, licenses merchandising rights worldwide to 4Kids' owned or represented properties, operates Web sites to support 4Kids' owned or represented properties, and produces and markets collectible trading card games. Additionally, the Company programs and sells the national advertising time in a four-hour "4KidsTV" block which airs on nearly 200 affiliated FOX television stations Saturday mornings. Beginning in September 2008, the Company will also program and sell the national advertising time in the five-hour Saturday morning block on The CW Television Network.

Additional information is available on the www.4KidsEntertainment.com corporate web site and at the www.4Kids.tv game station site.

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: 4Kids Entertainment
 Barry Stagg
 (646) 822-4257
 bstagg@4kidsent.com

 Derek Musso
 (646) 822-4263
 dmusso@4kidsent.com