



**CHAOTIC TRADING CARD GAME™ NOW AVAILABLE
AT TOYS“R”US STORES**

*Nation’s Premier Toy Retailer Celebrates Chaotic Arrival with
Dedicated Chaotic Boutique in Toys“R”Us Times Square*

Over 1,000,000 Chaotic Cards Registered at www.chaoticgame.com

New York, NY (January 7, 2008) – The **Chaotic Trading Card Game™**, which integrates a collectible trading card game with a unique online game experience, makes its debut at **Toys“R” Us** stores in the United States beginning Tuesday, January 8. 4Kids Entertainment, Inc. (NYSE: KDE), the children’s entertainment powerhouse that turned the trading card-based properties Pokémon and Yu-Gi-Oh! into worldwide sensations, and its subsidiary TC Digital Games LLC, will continue to expand distribution of this innovative trading card property at other leading specialty and mass market retailers throughout the first quarter of 2008.

To celebrate the arrival of Chaotic, approximately 500 Toys“R” Us stores will begin to sell Chaotic “Dawn of Perim OverWorld” and “Dawn of Perim UnderWorld” starter decks and “Dawn of Perim Secrets” booster packs starting January 8. Additionally, on January 15, Toys“R” Us Times Square, the retailer’s international flagship store, will feature a dedicated Chaotic boutique that will remain open through March. Guests visiting The Center of the Toy Universe™ will be able to learn about Chaotic and play the game in the boutique.

Consumers will also have the chance to pre-order Chaotic starter sets online at www.Toysrus.com.

The Chaotic Trading Card Game had a successful October 2007 launch at comic and hobby stores across the United States and Canada and debuted at leading mall-based entertainment retailers f.y.e. and Suncoast in December 2007.

In conjunction with the expanded retail rollout, the Chaotic Online Game Experience, www.ChaoticGame.com, continues to add innovative new game play features, including “Locations”. Recently added features include three-on-three game play functionality and a Web-based “trading post” that allows users to trade their Chaotic cards online with other players. In less than two months of Beta game play on www.ChaoticGame.com, over 1,000,000 online cards have been registered and over 100,000 online challenges have been issued.

“We have been eagerly anticipating the arrival of the Chaotic Trading Card Game™ at Toys“R”Us following its successful release at specialty retailers,” said Bryan C. Gannon, President and CEO of TC Digital Games. “We’re confident that the Chaotic boutique at Toys“R”Us Times Square will build additional excitement for the brand and introduce loads of kids to the exciting new trading card game and Website.”

Chaotic is the first trading card property specifically designed to integrally connect trading card game play with interactive technology while being supported by an entertaining and instructive television series. Each Chaotic trading card is printed with a unique alphanumeric code that enables Chaotic players to upload their personal card collection onto the Chaotic Online Game Experience at www.ChaoticGame.com for no additional cost. During the public beta phase of the website, which launched in October 2007, players are able to upload and trade their cards, battle other players as well as take part in Web-based messaging and forum discussions.

“The Toys“R”Us rollout marks a significant milestone in the evolving history of the Chaotic brand,” adds Alfred R. Kahn, Chairman and CEO, 4Kids Entertainment. “With trading card game distribution increasing through the retail channel and dynamic features being added regularly on the Chaotic website, we are looking forward to more kids playing this engaging trading card game.”

Complementing the Chaotic Trading Card Game is the Chaotic animated TV series, which airs Saturday mornings on the **4Kids TV** block on FOX stations nationwide, and daily on the **Jetix** block of Toon Disney and on **Teletoon** in Canada. The series follows the adventures of a group of teens that are fans of the Chaotic trading card and online game. Select players discover that the one-of-a-kind, alphanumeric codes on their trading cards are actually scans of real Creatures, Locations, Battlegear and “Mugic.” Using their personal passwords and their Chaotic Code Scanners, the players journey to the world of Chaotic, where they can transform into the Creature Cards they’ve collected and battle each other. Players can also travel to Perim, the land where the Creatures live, to capture scans of Creatures, Locations, Battlegear, Attacks and “Mugic.” By watching

the animated series, viewers can discover battle strategies that will ultimately help them master the Chaotic Trading Card Game for both online and offline game play.

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 wholly owned 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.

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