



**IT'S GOING TO BE CHAOTIC!
LAUNCH OF HIGHLY-ANTICIPATED NEW MULTI-PLATFORM TRADING
CARD GAME SET FOR MAY 16**

**TC Digital Games and 4Kids Entertainment Debuts “Chaotic” at
New York Comic Con with Demonstrations Throughout the Weekend**

**Excitement is Building Among Kids and Gamers for New Trading Card Game with
Online Game Experience**

NEW YORK, NY (February 23, 2007) -- Kids everywhere are marking their calendars for May 16. That's the day **Chaotic**, the highly-anticipated new multi-platform trading card game from 4Kids Entertainment and TC Digital Games launches online and at retail. The announcement was made today at New York Comic Con by Alfred R. Kahn, Chairman and CEO, 4Kids Entertainment, the children's entertainment powerhouse that turned *Pokemon* and *Yu-Gi-Oh!* into multi-billion dollar franchises, and Bryan C. Gannon, CEO and President, TC Digital Games, an affiliate of 4Kids.

Starting May 16, kids will be able to purchase starter decks of either UnderWorld or OverWorld **Chaotic** trading cards at comic and hobby stores nationwide. Each card has its own unique alphanumeric code and power structure that not only ensures that virtually no two cards are alike, but also enables kids to upload their personal collection of **Chaotic** trading cards to battle and trade online at no additional cost. The companion website, www.chaoticgame.com, will also go live on May 16.

“Excitement is building among kids and gamers looking for the next hot trading card game experience,” said Kahn. “4Kids’ background as the licensing agent for *Pokemon* and *Yu-Gi-Oh!* has given the company tremendous insight into what makes a successful

trading card game. Chaotic has all of those elements and more because of its unique online component,” he said.

“Chaotic stands alone in the ever-evolving and growing kids’ digital entertainment landscape,” Gannon added. “Chaotic is revolutionary in that its online component is organic to the games’ play value, not merely an add-on,” he said.

In this next-generation collectible trading card game, players battle teams of Creatures armed with Battlegear and Mugic – the power of music and magic - for supremacy in Chaotic. Either with physical cards or through online play, players take turns moving their Creatures on a battlegrid, challenging their opponents’ Creatures to battle until only one team is left standing. All Creatures have magical powers -- grouped into five Element categories: Earth, Air, Fire, Water and Discipline -- which determine the various Attacks used in battle.

Complementing the **Chaotic** trading card game is the animated TV series airing Saturday mornings on 4Kids TV. In the show, two teenage boys, Tom and Kazdan, discover a portal to the secret world of Chaotic while playing the Chaotic trading card game. The boys realize that the one-of-a-kind alphanumeric codes on their trading cards are actually scans of these living creatures, much like super-charged DNA. When the boys are challenged to a battle, they are transformed into the creatures whose scans they have captured. 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.

Since December, 4Kids TV on FOX has offered kids the opportunity to download exclusive virtual **Chaotic** trading cards. To date, over 300,000 cards have been downloaded, setting up a foundation of players who are anxiously waiting for the cards to be available at retail and the corresponding online game experience to be activated.

Chaotic marks the first time 4Kids Entertainment is going to be directly producing product to be sold at retail. In December, the company announced the creation of TC Digital Games LLC, a trading card company, and TC Websites LLC, an online multi-platform game company. Their first venture is to bring the **Chaotic** trading cards to market as well as oversee www.chaoticgame.com. 4Kids Entertainment, a global provider of children's entertainment and merchandise licensing, is majority owner of TC Digital and a fifty percent owner of TC Websites.

Chaotic will be demonstrated for the first time at Booth #325 at Comic Con at the Jacob Javits Center in New York City through Sunday, February 25. Ongoing demonstrations will be available throughout the weekend.

About 4Kids Entertainment

Headquartered in New York City with an international office 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; product development; television, film, music and home video production and distribution; and Web site development. For further information, please visit the Company's Web sites at www.4KidsEntertainment.com and www.4Kids.TV.

###

CONTACT: Sara Stern Levin
4Kids Entertainment
646-822-4257
slevin@4kidsent.com

Dan Klores Communications
Karen Silberg or Karyn Barr
212-981-5232 or 212-981-5263
karen_silbergr@dkcnews.com/karyn_barr@dkcnews.com