



CHAOTIC® TRADING CARD GAME'S MOMENTUM CONTINUES WITH SELLOUT OF NEW SILENT SANDS™ BOOSTER RELEASE

NEW YORK (June 23, 2008) – The **Chaotic® Trading Card Game**, which integrates a collectible trading card game with a unique online multi-player experience, has hit another significant milestone with the “sellout” of the new (third overall) Chaotic booster release, *Silent Sands*, which was announced today by 4Kids Entertainment (**NYSE:KDE**) and its wholly owned subsidiary TC Digital Games.

“We have had brisk pre-orders from comic and hobby stores and big box retailers of the highly anticipated ‘Silent Sands’ booster series resulting in an effective “sellout” of our inventory,” said Bryan C. Gannon, President and CEO of TC Digital Games. “Our Chaotic retail and distribution partners have been doing an incredible job supporting Chaotic and helping us build the fan base for The **Chaotic® Trading Card Game**.

“Kids across North America and in several other international territories are registering their enthusiasm for our compelling game and brand in significant numbers at retail and online,” said Alfred R. Kahn, Chairman and CEO, 4Kids Entertainment.

Silent Sands was released to comic and hobby stores on June 18, 2008 and will be available at mass market retailers in early July.

The Chaotic Online Game Experience also continues to increase in popularity, with over 1.7 million unique visitors on www.chaoticgame.com. Each Chaotic trading card has a unique code which can be uploaded to the Chaotic website enabling fans to replicate their Chaotic cards online. Chaotic players can store and trade their Chaotic trading cards online.

To add another exciting element to the Chaotic gaming experience, TC Digital Games recently launched Chaotic Battledrome Events, a national Organized Play program, at New York ComicCon, with additional events scheduled throughout 2008 at Wizard World Philadelphia, Origins Games Fair, San Diego Comic-Con, Gen Con Indy, Fan Expo Canada and Gen Con Australia.

Complementing the Chaotic Trading Card Game is the Chaotic animated TV series, which airs daily on the Jetix block of Toon Disney and Saturday mornings on the 4Kids TV block on FOX stations nationwide, as well as in *TheCW4Kids* morning block on The CW Network. Additionally, the Chaotic animated series is a hit in Canada where

the show is the network's #1 ranked program among Boys 2-11 (A.C. Nielsen 9/3/07–1/19/08) on Teletoon. The series follows the adventures of a group of teens that are fans of the Chaotic Trading Card and Online Game. By watching the animated series, viewers can discover battle strategies that will ultimately help them master Chaotic for both online and offline gameplay.

Chaotic has made its international debut as well, with the TV series and cards now available in Australia (where it airs on Network 10), Israel (Children's Channel/Noga Communications), and South Africa (MNET).

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.

About TC Digital Games LLC

Headquartered in San Diego, California, TC Digital Games LLC, a subsidiary of 4Kids Entertainment Inc., is the designer, distributor and marketer of the Chaotic Trading Card Game™. Chaotic® is the first property in the trading card industry to combine traditional tabletop game play with a free integrated online game portal (www.ChaoticGame.com).

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.