



## **CHAOTIC® TRADING CARD GAME LAUNCHES 4<sup>th</sup> SERIES, M'ARRILLIAN INVASION™, IN NORTH AMERICA**

**NEW YORK** (October 1, 2008) - The **Chaotic® Trading Card Game**, which integrates a collectible trading card game with a unique online multi-player experience, has launched its new *M'arrillian Invasion*™ starter and booster series at 25,000 stores in North America, including 2,500 comic and hobby stores in the U.S. and Canada, following the success of *The Dawn of Perim* starter decks and *Dawn of Perim – Secrets, Zenith of the Hive and Silent Sands* booster series.

The announcement was made today by 4Kids Entertainment (**NYSE:KDE**) and its majority-owned subsidiary TC Digital Games.

The M'arrillian Invasion series includes 206 new cards, available in four new starter decks (the first issued since its debut) and the new M'arrillian Invasion: Beyond the Doors™ Booster Series. Each starter deck contains 53 cards, including four rare cards. The booster decks come with nine cards and two rare foil cards in every pack. The M'arrillian Invasion expansion starter decks retail for \$13.99 and the booster packs retail for \$3.99. The M'arrillian Invasion series introduces the long-forgotten enemies of the deep tribe and features new abilities and creature types to strengthen Chaotic players' armies, adding a new dynamic to gameplay.

The launch of the new trading card set follows the recent debut of the companion television series, "Chaotic: M'arrillian Invasion" (Saturdays 10:00-10:30 AM, ET), which premiered September 13<sup>th</sup> on the *4KidsTV* four-hour program block on FOX (Saturdays 8:00 AM-Noon, ET).

Just eleven months after the Chaotic brand's initial launch on October 24, 2007, the release of this new series marks several key milestones for the brand as the increasingly popular multi-media game solidifies its position as the #1-selling trading card game in Canada (since June 2008), and the #3 position in the U.S. (since April 2008), behind only Pokémon and Yu-Gi-Oh! (based on retailer and distributor reports).

To date, nearly 35 million cards have been uploaded by Chaotic players to [www.chaoticgame.com](http://www.chaoticgame.com), with the Website attracting over 2.5 million unique visitors and nearly 1 million registered users. Players can upload their starter decks and booster packs to challenge other players to matches online using the *Chaotic Pad* application, which allows players to interact and compete against each other in head-to-head matches.

**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 both the four-hour *4KidsTV* block which airs on nearly 200 affiliated FOX television stations Saturday mornings and in *TheCW4Kids* five-hour Saturday morning block on The CW Television Network.

Additional information is available on the [www.4KidsEntertainment.com](http://www.4KidsEntertainment.com) corporate web site and at the [www.4Kids.tv](http://www.4Kids.tv) game station site.

#### **About TC Digital Games LLC**

Headquartered in San Diego, California, TC Digital Games LLC, a majority-owned 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](http://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.*

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