



## **CHAOTIC® TRADING CARD GAME ANNOUNCES 25,000,000<sup>th</sup> CARD UPLOAD MILESTONE AND EXPANDED FEATURES TO CHAOTICGAME.COM**

**Website Includes New Gameplay Features,  
Special Effect Graphics and Sounds, Improved Security, Registration  
and Parental Controls and More Universal System Requirements**

**NEW YORK (July 22, 2008)** – The **Chaotic® Trading Card Game**, which integrates a collectible trading card game with a unique online multi-player experience, officially unveils its expanded Online Game and Website today. [ChaoticGame.com](http://ChaoticGame.com) now features a number of enhancements to the site and the *Chaotic Pad*, the application which allows players to interact and compete against each other in head-to-head matches.

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

The updated Website now includes a variety of new gameplay features such as the *Army Builder*, which supports 1 Creature vs. 1 Creature (1v1), 3v3 and 6v6 armies, attack animation and sound effects and a *Discard Viewer* allowing both players to review all played cards during a game. Additionally, gamers have the opportunity to play Master and Standard/Apprentice Rules matches with cards from the Dawn of Perim™ OverWorld and UnderWorld Starter Decks, Dawn of Perim Secrets™, Zenith of the Hive™ and Silent Sands™ Booster sets. The revamped *Traffic Light* system more accurately predicts how long a player will have to wait to begin a game in the Auto Challenge wait queue. The Chaotic game engine has also gone through thorough debugging maintenance, elevating the game completion rate to nearly 98 percent.

“We know that players have been eagerly awaiting these expansions to ChaoticGame.com and we are confident that the improvements we’ve made to the site will greatly enhance the experience of playing Chaotic online,” said Andi Smithers, Director of Technical Development at TC Digital.

Not only have significant features been implemented to improve gameplay on [ChaoticGame.com](http://ChaoticGame.com), but system requirements have been revised to allow more gamers the opportunity to experience playing Chaotic online. The new version can now be run on computers that do not have Direct3D/Pixel Shader 1.1 or Microsoft DirectX® installed.

[ChaoticGame.com](http://ChaoticGame.com) is the destination for players to upload their Starter Decks and Booster Packs of Chaotic Trading Cards in order to challenge other players to matches online using the *Chaotic Pad* application. This week the Website reached another significant milestone when the 25,000,000<sup>th</sup> trading card uploaded to the site. In addition to challenging others to matches, players can easily trade their cards, read the latest news, receive an interactive gameplay tutorial or participate in a variety of Chaotic discussion forums. The Chaotic Online Game Experience continues to increase in popularity, with nearly 2,000,000 unique visitors thus far. Over the past three months the site's average daily matches have tripled.

Complementing the Chaotic Trading Card Game is the Chaotic animated TV series, which can be seen daily on the Jetix block of Toon Disney and Saturday mornings on the *4KidsTV* block on FOX stations nationwide, as well as in *TheCW4Kids* morning block on The CW Network. Additionally the Chaotic series airs in several other countries around the world, including Australia (where it airs on Network 10), Israel (Children's Channel/Noga Communications), and South Africa (MNET). The Chaotic animated series is also a hit in Canada where the show is among Teletoon's top rated series for Boys 2-11.

TC Digital Games recently launched *Chaotic Battledrome Events*, a national Organized Play program with events scheduled at Wizard World Philadelphia, Origins Games Fair, San Diego Comic-Con, Gen Con Indy, Fan Expo Canada and Gen Con Australia. For more information about Chaotic, visit [ChaoticGame.com](http://ChaoticGame.com).

#### **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](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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