



**CHAOTIC® CELEBRATES FIRST ANNIVERSARY
WITH ONE MILLION REGISTERED USERS,
TRADING CARD LAUNCH IN THE UNITED KINGDOM,
and FIRST COLLECTIBLE TIN IN TIME FOR THE HOLIDAYS**

**Over 38 Million Uploaded Chaotic Cards Demonstrates Strong Online
Growth**

NEW YORK (October 22, 2008) – In just 12 short months, the **Chaotic® Trading Card Game (TCG)** has proven to be one of the most innovative and popular TCG brands on the market today. Now, on the TCG's one year anniversary, 4Kids Entertainment (**NYSE:KDE**) and its majority-owned subsidiary TC Digital Games, are pleased to announce the 1,000,000th registered user on the TCG's companion Web site (www.ChaoticGame.com). This extraordinary benchmark further confirms the impressive growth of Chaotic as a multi-platform TCG uniquely capable of uniting players around the world by connecting traditional trading card game play with a powerful online component.

This milestone comes just as the first-ever Chaotic Collectible Tin and Scanner Deck, an innovative and functional card storage and game play unit, hits shelves at more than 25,000 retail stores throughout North America, including more than 2,500 comic and hobby shops. Additionally, last month marked the release of the new *M'arrillian Invasion*[™] card series, which includes the first starter deck issued since the launch of the original *Dawn of Perim*[™] series in October 2007, and the debut of the companion "Chaotic: M'arrillian Invasion" television series in the *4KidsTV* program block on FOX (Saturdays 10:00-10:30AM, ET). The *M'arrillian Invasion* Starter Decks and the Chaotic Collectible Tin and Scanner Deck, prominent in the newest Chaotic animated series, are both available in four individual products, each representing one of the four tribes in Chaotic: "OverWorld," "Underworld," "Danian" and "Mipedian." The starter series heralds the arrival of a new fifth tribe, the "M'arrillians" and is complimented by a booster pack, "*M'arrillian Invasion, Beyond the Doors*," also available now.

Later this month, the Chaotic Trading Card Game is scheduled to make its UK retail debut when Toys"R"Us introduces the product to its 73 locations throughout the country. This landmark relationship was facilitated by Esdevium Games, recently selected as the Chaotic distributor in the UK market by 4Kids Entertainment International and TC Digital Games. Chaotic's international footprint also includes distribution in Australia, South Africa, Israel, Mexico, Philippines and Poland with more international territories coming in 2009.

The game's online component on www.ChaoticGame.com is one of the fastest growing game sites on the Web. Utilizing patented technology, the site enables players to upload individual trading cards, each with a unique alphanumeric code, for online gameplay at no cost, apart from the cost of the trading cards. To date, more than 38 million trading cards have been uploaded to the site - users in more than 190 countries and territories across the globe have competed in the game.

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 (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.

Since its mass market launch last January, Chaotic has quickly climbed to the #1-selling card game position throughout Canada. In the U.S., the game has soared to the #3 position and became the best-selling toy at the nation's top-selling consumer electronics retailer. "Best Buy is very pleased with the early results of Chaotic since hitting stores in July," said toy buyer Desiree Salinas. "We look forward to making this even more of a success this holiday season."

"Chaotic has created a new game play experience, bridging the gap between a trading card game and an online game, and kids of all ages are gravitating toward it," said Alfred R. Kahn, Chairman and Chief Executive Officer of 4Kids Entertainment. "The success of all its iterations - television, trading card game and Web site - is a testament to its power and mass appeal. We're looking forward to another year of growth as the brand moves into the international market as well."

"Reaching our 1,000,000th registered user on ChaoticGame.com is a very gratifying milestone for the brand, particularly on the week of our first anniversary," said Bryan C. Gannon, President and CEO, TC Digital Games. "It confirms the widespread positive response we've received from both consumers and the retail trade. With several exciting Chaotic trading card releases planned for 2009 that will further expand the brand footprint both domestically and internationally, we're looking forward to an even more successful second year."

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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 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).

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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