



CHAOTIC® TRADING CARD GAME BUILDS RETAIL MOMENTUM IN NORTH AMERICA AND EUROPE

Newest Starter and Booster Decks Sell Out to Hobby and Retail Stores

Chaotic Beverage Now Available in over 4,300 Outlets across Canada

*Over 80 Million Cards Registered, Nearly 20 Million Visits
on ChaoticGame.com*

NEW YORK, NY (October 7, 2008) – The **Chaotic Trading Card Game™** – which integrates a collectible trading card game with a unique online game experience – is experiencing some significant growth as it expands distribution into new territories. With broad distribution at major retailers nationwide, millions of cards in play online at www.ChaoticGame.com and a popular television series, the franchise is gaining major momentum.

The Chaotic® “Secrets of the Lost City™” Starter Deck and “Secrets of the Lost City: Alliances Unraveled™” Booster Set, introduced to the trade just last month, have reached a sold out status at hobby and retail. Chaotic has positioned the season three Starter Deck to welcome new players to the game, while still challenging more experienced players. Additionally, increased television coverage is driving new fans to the Chaotic Trading Card Game. The Chaotic animated TV series airs six days a week on Cartoon Network, weekly on Disney XD and can be seen Saturday mornings on *TheCW4Kids* and daily on TELETOON in Canada.

4Kids Entertainment and TC Digital Games will be supporting Chaotic Secrets of the Lost City, the newest release in the Chaotic Trading Card Game series, with a strong

television advertising campaign on Cartoon Network in the U.S. and YTV in Canada during the fourth quarter of 2009.

This new release focuses on the story of the lost city of Kaizeph – the City of the Elements -- and features triumphant veterans from the Chaotic TV show, past card sets, as well as plenty of new faces in the world of Perim.

4Kids Entertainment, Inc. (NYSE: KDE), the children's entertainment organization that turned the trading card-based properties Pokémon® and Yu-Gi-Oh!® into worldwide sensations, and its subsidiary TC Digital Games LLC, also report that more than 80 million online Chaotic cards have been registered, and over 20 million online visits logged since its October 2007 Beta launch. The physical cards are currently available in 17 countries, while the online Chaotic game has been experienced by players from more than 75 different countries, many of whom have acquired and registered virtual cards available through the Internet– further evidence of the global appeal of this multi-platform property.

In Canada, the excitement is fueled by the Chaotic Beverage line, a nutrient-infused drink in four flavors, “Elixir of Tenacity” Grape Punch, “Fearocity” Kiwi Melon Sour, “Power Pulse” Dragon Fruit and “Mind Strike” Blood Orange. All are made with natural flavors including Green Tea Extract (in all but one sku) a natural source of caffeine and powerful antioxidants (35 mg per 8 oz -less than a cup of coffee), B vitamins which assist in metabolic function, herbs and extracts (added for energy, vitality, and to aid in concentration), with one sku (“Fearocity”) being caffeine-free. Since the beverage line's launch this past June, distribution has expanded into over 4,300 doors across the country, including 7-Eleven, Toys”R”Us, Sobeys and Chevron.

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 wholly owned 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 the *TheCW4Kids*, a 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 gameplay 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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