



CHAOTIC® BEVERAGE TO LAUNCH IN CANADA

**Best-Selling Trading Card Game Inspires Nutrient-Infused Beverage
Which Hits Canadian Retailers This Week**

**Innovative Can Design Features Special Removable Coded Tab
Redeemable Online at Chaotic Website**

NEW YORK (May 26, 2009) – 4Kids Entertainment (NYSE:KDE) and its majority-owned subsidiary TC Digital Games announced today that Toronto-based U & Me Marketing has launched a unique new beverage in Canada based on Chaotic®, the #1 selling trading card game (TCG) in Canada, and popular animated TV series.

The Chaotic beverage will be available in four flavors, all inspired by creatures and game play from the popular trading card game. Each can will have a specially designed tab that, when removed, will reveal an alpha-numeric code which can be uploaded on www.ChaoticGame.com. Available at more than 5,300 supermarkets, gas stations and convenience stores throughout Canada including Zellers, Loblaws, Sobeys West and London Drugs, the beverage will be offered as individual purchase items at an MSRP of \$2.49, or as a four-pack for \$9.99 (which will also include a booster pack of Chaotic trading cards).

“U & Me Marketing has created a new category of ‘Consumable Entertainment.’ We are confident that both Chaotic fans, as well as consumers new to the brand, will find that this product provides a fun, healthy, thirst-quenching experience,” said Carlin West, Executive Vice President, Acquisitions & Development, 4Kids Entertainment.

The Chaotic beverage’s four formulations are 100% natural and nutrient-infused with Vitamin A, C, D and E. Each flavor offers more vitamins than the average glass of orange juice and includes only natural sugar from beets and sugar cane with no high fructose corn syrup. Three flavors will contain caffeine derived from green tea and one flavor will be caffeine-free.

“The Chaotic beverage provides a great tasting choice for hydration that also helps contribute to one’s daily needs for a number of essential nutrients, antioxidants and functional

herbs,” said Carol Kerley-Rimmer, Corporate Dietitian/Nutritionist and Regulatory Affairs Manager, U & Me Marketing.

The Chaotic beverage will include 150 calories per 12 ounce serving and will be available in the following flavors:

- Dragon Fruit (Caffeine-Free) / Power Pulse / Inspired by Chaor™
- Blood Orange / Mind Strike / Inspired by Rath’tab
- Grape Punch / Elixir of Tenacity / Inspired by Maxxor™
- Kiwi Melon – Sour / Fearocity / Inspired by Lord Van Bloot™

“The Chaotic beverage has generated strong interest with retailers across Canada because of its compelling packaging, great tasting natural ingredients and unique trading card game tie-in,” said Darryl McDaniel, President, U & Me Marketing. “We’re expecting to double our retail locations in the very near future.”

Chaotic is a revolutionary trading card game which integrates a collectible in-person card game with an online multi-player experience. Each Chaotic trading card is printed with a unique alphanumeric code that enables players to upload their personal card collection onto www.chaoticgame.com. Chaotic connects traditional trading card elements with state-of-the-art technology to create an interactive gaming experience like no other.

Complementing the Chaotic Trading Card Game is the Chaotic animated TV series, whose second season, entitled “Chaotic M’arrillian Invasion,” currently airs in Canada on TELETOON and in the U.S. on *TheCW4Kids*, the five-hour Saturday morning children’s programming block on The CW Television Network. The animated series also can be seen in the U.S. daily on DisneyXD (formerly Jetix).

Plans call for introducing the Chaotic beverage in the U.S. later this year. For more information about the Chaotic beverage, visit www.chaoticdrinks.com.

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About 4Kids Entertainment

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, and operates Web sites to support 4Kids’ owned or represented properties. Through its majority owned trading card company and website company, 4Kids produces and markets collectible trading card games. Additionally, the Company programs and sells the national advertising time in “TheCW4Kids,” the five-hour Saturday morning children’s block which airs nationally 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.

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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