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**4Kids Entertainment's TC Digital Games Granted License From NFL Properties and NFL Players to Produce Collectible Trading Card Game for Online Play**  
**NFL Trading Card Game Scheduled to Debut in Fall 2010**

NEW YORK, NY--(Marketwire - October 19, 2009) - TC Digital Games, LLC, the majority-owned subsidiary of 4Kids Entertainment, Inc. (NYSE: KDE), a global provider of children's entertainment, has reached agreement with NFL Properties and NFL Players as a licensee to produce a football collectible trading card game with a digital card online component, targeted for launch to coincide with the start of the 2010 NFL season. The collectible trading card game will enable young fans to compete online using their favorite NFL teams and players.

That announcement was made jointly today by Alfred R. Kahn, Chairman and CEO, 4Kids Entertainment and Bryan C. Gannon, President, TC Digital Games, LLC. The new NFL collectible trading card game is expected to use many of the online elements contained in Web platform used for the Chaotic™ trading card game. Development for the card design, production and Web-based components will be led by Gannon and the TC Digital team at their San Diego, California headquarters. "We are delighted to work with NFL Properties and the NFL Players to release a web-based NFL trading card game. We expect our NFL online trading card game to provide kids in the U.S., Canada and Mexico with a fun and engaging Web experience as their NFL players battle online," said Kahn.

**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, and operates Web sites to support 4Kids' owned or represented properties. Through its majority-owned trading card company and Web site company, 4Kids produces and markets collectible trading card games. Additionally, 4Kids programs and sells the national advertising time in "TheCW4Kids" five-hour Saturday children's television 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 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)).

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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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