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PRESS RELEASE

FOX BOX LAUNCHES FOXBOX.TV COMPANION WEB SITE

***FOXBOX.TV* Replaces Foxkids.com With A Fun-Filled Online Destination For **FOX BOX** Programming And Promotions**

FOR IMMEDIATE RELEASE:

New York, NY (September 12, 2002) – 4Kids Entertainment, Inc. (**NYSE: KDE**) has launched **FOXBOX.TV**, an interactive website that will extend the reach of **FOX BOX** beyond domestic television to the global, 24-7 world of the Internet. The new website complements the September 14 debut of **FOX BOX**, the country's newest kids broadcast television network airing Saturday mornings on FOX.

As of September 7, the more than one million kids who log on to foxkids.com every month will be redirected to **FOXBOX.TV**, where they can explore and interact with the characters from their favorite **FOX BOX** programs as never before, thanks to the latest in online technology. Characters like Kirby, Ultraman Tiga, Kid Muscle, the Stargate Command team, and the culinary creatures from **Fighting Foodons** are all featured on the website to transform kids' computers into a literal "Fox Box" as they download cool screensavers, music and icons; play games and activities; enter sweepstakes, and learn history, trivia and news about their favorite characters not revealed in the on-air programs.

As the official online destination for the **FOX BOX**, **FOXBOX.TV** also offers advertisers a means to become fully integrated with the Saturday morning **FOX BOX**. Through associations with the popular characters, co-branded initiatives, mini-sites and the use of all forms of rich media, advertisers' brands and services will connect directly with kids.

Dan Barnathan, Executive Vice President Sales, Marketing and Promotion for 4Kids Ad Sales, said, "**FOXBOX.TV** truly enhances the kids' viewing experience and offers advertisers a very targeted and effective means to capitalize on the power of the **FOX BOX** programs and characters. I'm also pleased to announce that Peter Fontana has been named Director, Integrated Sales & Marketing for 4Kids Entertainment. Peter joins us from AOL/Time Warner with a tremendous amount of integrated sales experience, and will handle the day to day ad sales for **FOXBOX.TV**."

(more)

FOXBOX.TV

Page Two

Premiering Saturday morning, September 14 at 8:00AM ET, PT / 7:00AM CT, MT the **FOX BOX** features four hours of the best in action adventure, fun and surprises including such high-profile entertainment as ***Kirby: Right Back at Ya!***, an animated series based on the Nintendo video game superstar, as well as the action-filled series ***Ultraman Tiga***, ***Ultimate Muscle***, ***Fighting Foodons*** and ***Stargate Infinity***.

About 4Kids Entertainment

Headquartered in New York City with international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global provider of children's entertainment and merchandise licensing. 4Kids, through its wholly owned subsidiaries, provides domestic and international merchandise licensing and product development; television, film, music and home video production and distribution; media buying and planning and Web site development. For further information, please visit the Company's Web site at www.4kidsentertainment.com

This press release contains forward-looking statements. Due to the fact that the Company faces competition from toy companies, motion picture studios and other licensing companies, and the uncertainty of public response to the Company's properties, actual results or outcomes may differ materially from any such forward looking statements.

This release and prior releases are available on the Company's Worldwide Web site at www.4KidsEntertainment.com.

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