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## ***PRESS RELEASE***

### 4KIDS ENTERTAINMENT AND TOYS “R” US JOIN FOR NATIONAL PROMOTION LAUNCHING THE **FOX BOX** ON FOX

#### *Kids Pick Up Their ‘Fox Box’ At Participating Toys “R” Us Locations*

#### FOR IMMEDIATE RELEASE:

New York, NY (August 30, 2002) – 4Kids Entertainment, Inc. (NYSE:KDE), producer of top-rated children’s television series Yu-Gi-Oh! and Pokémon and the new children’s television programs to be broadcast starting September 14 on FOX in a four-hour block on Saturday mornings called the **FOX BOX**, has teamed with mega toy-retailer Toys “R” Us for a national **FOX BOX** giveaway and “Watch To Win” sweepstakes promoting the launch of the **FOX BOX**.

The in-store **FOX BOX**/Toys “R” Us “Watch To Win” promotion starts nationwide on August 31. Kids will be able to pick up a free **FOX BOX** package at participating Toys “R” Us locations. Inside the **FOX BOX** package they’ll find a fun-filled CD-ROM with games, music, facts, activities, and other surprises all centered on the various new television series to be broadcast on FOX beginning September 14 as part of the **FOX BOX**.

The **FOX BOX** package that will be distributed to kids at participating Toys “R” Us locations also features trivia questions related to the new children’s television series scheduled to debut on the **FOX BOX**. To find the correct answers to the trivia questions necessary to enter the sweepstakes, kids will be encouraged to tune in to the September 14 premiere of the **FOX BOX** on FOX from 8:00 AM – 12 NOON ET / 7:00-11:00 AM CT/PT. Included among the prizes for the winners of the “Watch To Win” sweepstakes are Nintendo GameCube™ and Game Boy® Advance systems.

“What better way to promote the launch of the **FOX BOX** programs on FOX on September 14 than by giving kids their own **FOX BOX** package,” said Al Kahn, Chairman of 4Kids. “We are delighted to join with Toys “R” Us in this significant promotional initiative to launch the **FOX BOX**.”

(more)

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The **FOX BOX** makes its debut with a stellar line-up of animated fun, including such high-profile entertainment as **KIRBY: RIGHT BACK AT YA!**, an animated series based on the Nintendo video game superstar; along with action-filled series **ULTRAMAN TIGA**, **ULTIMATE MUSCLE** and **FIGHTING FOODONS**. Plus, an all-new **TEENAGE MUTANT NINJA TURTLES** is set to be broadcast on the **FOX BOX** during the first quarter 2003.

4Kids Entertainment, Inc. is a vertically integrated company whose subsidiaries are dedicated to the best in children's entertainment. Headquartered in New York City with international offices in London, 4Kids Entertainment, Inc. 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.

*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](http://www.4KidsEntertainment.com).

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