

SSA Public Relations RELEASE

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4KIDS PROGRAMS SPRING OUT OF THE FOX BOX

Fox Box Shows Outperformed Previous Shows on Fox Kids In September 14th Debut

FOR IMMEDIATE RELEASE

New York, NY (September 19, 2002) – In its September 14th debut, the Saturday morning line-up of kids' shows on the Fox Network programmed by **4Kids Entertainment** (NYSE: KDE) surpassed the ratings performance of the previous Fox Kids Saturday morning shows across all key kid demographics.

The 4Kids Fox Box line-up averaged a 3.1 rating among boys 6-11 as compared with the Fox Kids boys 6-11 rating of 1.1 from last week. The Fox Box line-up also scored a 2.1 rating among kids 6-11 as compared with Fox Kids' previous rating on September 7th of 0.9. The Fox Box premiere on September 14th also outperformed the debut of the Fox Kids line-up in September 2001 in the key boys 6-11 demographic (+29%) and kids 6-11 demographic (+31%).

Kirby at 11:00 a.m. and ***Fighting Foodons*** at 11:30 a.m. scored tremendous time period growth in the key boy 6-11 demographic with a 4.3 and 4.1 rating, respectively.

"We are pleased by the ratings achieved by our Fox Box line-up in its debut outing," said Al Kahn, Chairman and CEO of 4Kids. "We are confident that as we build awareness about the Fox Box programs, our shows will continue to generate enthusiasm among targeted kid viewers nationwide."

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.

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