



4KIDS ENTERTAINMENT LAUNCHES ONLINE SHOP

Over 600 Products Available on 4Kids TV™ Website

*Mega Games Section Also Added to Site - Over 100 Games
For Kids of All Ages to Enjoy*

NEW YORK – (November 30, 2005) – 4Kids Entertainment, Inc. (NYSE: KDE) has launched an exciting new feature - the 4Kids TV Shop – on its 4Kids TV™ website (www.4Kids.TV).

The new 4Kids TV Shop features over 600 cool products such as toys, cards, books, video games, DVDs and apparel from popular 4Kids properties and 4Kids TV programs such as Teenage Mutant Ninja Turtles®, Winx Club™, Yu-Gi-Oh!®, Cabbage Patch Kids®, One Piece™, American Kennel Club™, Artlist Collection: The Dog™ / The Cat™, Monster Jam®, Bratz®, Sonic X™ and G.I. Joe Sigma 6™.

“With the increasing popularity of online shopping, we felt it was important to provide kids and their families with a safe and convenient place to shop for their favorite 4Kids licensed products, as well as products from their favorite 4Kids TV shows,” said Alfred R. Kahn, Chairman and CEO of 4Kids Entertainment.

In addition, the 4Kids TV website has launched a Mega Games section, featuring over 100 exciting downloadable games, such as Monopoly™, Shrek 2 Ogre Bowl™ and RollerCoaster Tycoon 2™. These games, created in partnership with Boonty Games™, are playable online or via a free download. There are a set of levels and features available in the free version, with the option to purchase a full-featured version for less than \$20.00. Kids can also download the technology for the 4Kids MegaGames HQ Box, which allows them to collect and play games on their computers, regardless of whether they are on or offline.

“We’re always striving to provide our fans with an immersive online experience,” said Jonathan Widro, Director of Internet Operations at 4Kids Entertainment. “With online gaming one of the leading drivers of traffic to 4Kids.TV, expanding our gaming section was a natural decision to make.”

The 4Kids TV website provides kids with 24/7 access to streaming videos of their favorite 4Kids' cartoons, show information, games, music, downloads and much more.

4Kids TV airs Saturday mornings from 8 a.m. to 12 p.m. (ET) on FOX. The popular lineup includes Magical DoReMi™, Bratz, Winx Club, Sonic X, Teenage Mutant Ninja Turtles and G.I. Joe Sigma 6.

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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; television, film, music and home video production and distribution; media planning and buying; product development; and Web site development. For further information, please visit the Company's Web sites at www.4KidsEntertainment.com and www.4Kids.TV.

About Boonty:

In less than 4 years, Boonty has become the global expert in the digital distribution of video games. Boonty offers Internet portals, ISPs, mobile phone operators, advertisers and PC manufacturers a complete solution that combines all areas of expertise needed for a generic video game digital distribution offering: the negotiation and selection of content from publishers, the design and management of a complete e-commerce and downloading platform, online marketing know-how, and a leading role in managing websites' Games component. Casual and hardcore gamers can thus access a catalogue of over 1500 PC and mobile games for an optimal gaming and purchasing experience.

Boonty has signed numerous distribution agreements with the leading publishers in the market (including Atari, Ubisoft, Acclaim, Wild Tangent) and already complements about 100 partner portals in 25 countries.

Boonty is currently located in New York, Paris, Singapore, Tokyo and Shanghai. For more information, visit www.boonty.com.

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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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