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TV VIEWERS AND TOY SALES SHOW *CUBIX* HITS TOP FORM

4Kids' show rated number one on Cartoon Network UK, and is currently the highest-rated children's animated series on UK television, on BBC 1

FOR IMMEDIATE RELEASE

LONDON, UK, 17 July 2002 – *Cubix*TM – *Robots For Everyone*, the animated series from 4Kids Entertainment, has hit the top in the UK, with television ratings and toy sales showing an excellent response from kids.

The latest success comes as *Cubix* made its UK terrestrial television debut on CBBC in June, entering the UK's Top 10 children's programmes as the country's highest-rated children's animated series. *Cubix* drew 0.51 million viewers for kids aged 4-15, for the week ending 23 June 2002, according to Broadcasters' Audience Research Board (BARB) figures.

Cartoon Network's most successful show at launch in February, *Cubix* sustained its number one position during March, and was the channel's top rating programme for kids aged 4-15.

Since the programme's launch, *Cubix* has helped Cartoon Network increase its share of viewers, with an overall rise of 12% among kids of all ages. Against the competition from the other commercial children's channels, *Cubix* was #1 in key demos for kids 4-9, #1 for boys 4-9, and #1 for boys 4-15. This was ahead of programmes including "Sabrina the Teenage Witch" on Nickelodeon, "Digimon" on Fox Kids and "Boy Meets World" on The Disney Channel.

Cubix generated an overall ratings growth of 25% among kids, compared to Cartoon Network's previous show in the 17:00 time-slot, "DRAGONBALL Z". Among kids 4-9, the ratings increase was 49%; among girls, the increase was 52%, and among girls 4-9, a

115% increase was recorded. **Cubix** continues to rank among the top children's series for all kids 4-15, as the #2 Cartoon Network show, behind smash hit "The Cramp Twins".

"**Cubix** is the first CGI show on Cartoon Network UK and it has had a very successful launch," commented Jo Sweby, Acquisitions Manager, Cartoon Network Europe. "The Build-a-Bot competition drew a record response and we were very pleased with both the quantity and the quality of entries."

Thirty thousand entries were received for the **Cubix** competition, held in March. Children were asked to design a robot, and the winning entry 'Correctix' will be included in a future episode of the series.

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"**Cubix** is clearly building up a strong fan base of kids of all ages," commented Clive Hill, 4Kids Entertainment International's Managing Director. "The entries have shown that **Cubix** followers really understand the show's storylines and are taking to the characters. In turn, the ratings increases have been huge, and we're delighted!"

The **Cubix** action toy line from Character Options launched in June with excellent first sales, and major retailers have already placed repeat orders.

Jon Diver, Group Marketing Director for The Character Group plc, commented: "Sales are exceptional. The **Cubix** toys have had a fantastic launch! In all of our retail accounts we've seen fantastic sell-through, complimented by strong scheduling and TV advertising. Surprisingly, it's not just the low price point items that have been the fast movers. The high price point items have also moved off the shelves, with the £29.99 Ultimate Cubix being a favourite. This puts **Cubix** into our best sellers and we're looking forward to Christmas!"

Internationally, new television broadcast sales of **Cubix** by 4Kids include DR TV (Denmark), TV2 Norway, MTV3 Finland, as well as Cartoon Network for Hungary and Romania. The series has already sold to Cartoon Network for Scandinavia and Poland, TF1 in France, Mediaset in Italy, Star Channel in Greece, SIC TV in Portugal, Nickelodeon in Latin America, Globo TV in Brazil and FoxTel in Australia. **Cubix** premiered in August 2001 in the US on the Kids' WB! television network, and has been renewed for a second season of 13 half-hours.

A unique 3D CGI animated series, **Cubix** follows the adventures of 13-year-old Connor, who brings to life a robot named Cubix that had been discarded as useless. When the town's wacky mad scientist, the evil Dr. K., begins to steal robots in search of a mysterious power source, Cubix and his friends prove to be the only force that can oppose him. A futuristic story of action, adventure and uncommon friendship, **Cubix** is set in an amazing world called Bubble Town, where 10,000 of its population of 24,000 residents are robots! The robots are everywhere and service every function – from pizza

delivery vendors and personal trainers to policemen. The **Cubix** Web site is at www.cubixrobots.com.

You can catch **Cubix** on Cartoon Network in the UK on Mondays and Tuesdays at 8 p.m.

About Cartoon Network:

Cartoon Network, the 24-hour, seven day a week, all-animation channel is the most watched kids cable and satellite channel in the UK. It is available on localised feeds in nine languages on digital and analogue satellite, cable and DTT in Europe, the Middle East and Africa. It is operated by Turner Broadcasting System Europe Limited, an AOL Time Warner Company.

About 4Kids:

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.

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