

KAHN INDUCTED INTO MURRAY ALTCHULER LICENSING HALL OF FAME

4Kids Chairman and CEO Honored for Contributions to Licensing Industry

New York, N.Y. (June 23, 2005) – Alfred R. Kahn, Chairman and Chief Executive Officer of 4Kids Entertainment, Inc. (NYSE: KDE), a global provider of children’s entertainment and merchandise licensing, was inducted Wednesday night into the International Licensing Industry Merchandisers’ Association (LIMA) Murray Altchuler Licensing Hall of Fame.

“During the course of his three-decade career in licensing, Al has stood out as a pioneer in identifying trends in popular culture and adapting them to a global audience,” said Charles Riotto, president of LIMA. “His unique insight has translated into much success, not just for his company, but the licensing industry as a whole.”

Said Kahn: “I am greatly honored to be recognized by LIMA and to be inducted into the Murray Altchuler Licensing Hall of Fame. It is a privilege to be associated with the same people whose work I have admired for years. I am proud of my long-time association with LIMA, and look forward to a successful partnership for many more years to come.”

4Kids’ nominees for LIMA International Licensing Excellence Awards for achievement during the 2004 calendar year included:

- **Artist Collection: The Dog (with Artist International) – Best Promotion of the Year**
- **Cabbage Patch Kids dolls – Best Character Brand Licensee of the Year (Play Along, Inc.) – Hard Goods**
- **Teenage Mutant Ninja Turtles (with Mirage Licensing, Inc.) – Best Film & Television Brand License of the Year and Overall Best License of the Year**
- **Yu-Gi-Oh! – Best Film & Television Brand License of the Year and Overall Best License of the Year**

Kahn has been responsible for building cultural icons that have defined two decades of licensing, and is presently helping to shape a third. In the 1980’s, Kahn had the vision to take the Cabbage Patch Kids – the unique ‘Kids from the American South - and turn them into a global phenomenon. In the 1990’s, Kahn was the marketing force behind Pokémon, guiding the property’s growth into one of the most successful brands of all time. In the 2000’s, Kahn continues to demonstrate his marketing prowess with Yu-Gi-Oh!, which ranks as one of today’s most popular brands in entertainment and licensing, and Teenage Mutant Ninja Turtles, a phenomenal brand he re-launched in the 21st century.

Kahn is recognized industry-wide as a leading pioneer in identifying trends in Japanese culture and adapting them to a global audience. His belief is that although language and culture may differ, kids are kids and play is play the world over. In an almost completely consolidated entertainment industry, Kahn demonstrates that the door remains open to independents – if they can show vision, integrity and a focused determination to succeed. Kahn’s entrepreneurial insight and unique youth-oriented marketing strategies have propelled 4Kids Entertainment as a worldwide leader in children’s entertainment.

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

About The International Licensing Industry Merchandisers’ Association (LIMA)

Founded in 1985, LIMA is the worldwide trade organization for the licensing industry. LIMA’s main objective is to work together with licensors and licensees for the advancement of professionalism in licensing through research, national and international seminars and trade events as well as publications. With members in 25 countries, and offices in New York, London, Munich, Tokyo and Shanghai members enjoy access to a wide variety of activities, information and benefits. LIMA is a proud sponsor of the annual Licensing International Show (New York), Brand Licensing (London), Licensing Forum (Munich), Licensing Asia (Tokyo) and Shanghai International Licensing Show (Shanghai). In addition, LIMA offers a Certificate in Licensing Studies (CLS) program, the only educational course specifically designed to prepare licensing professionals to succeed in the ever-changing licensing industry. For more information please visit www.licensing.org.

The information contained in this press release, other than historical information, consists of forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act. These statements may involve risks and uncertainties that could cause actual results to differ materially from those described in such statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct. Important factors beyond the Company's control, including general economic conditions, consumer spending levels, competition from toy companies, motion picture studios and other licensing companies, the 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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