



4Kids Entertainment and TC Digital Games Release New Chaotic Trading Card Game(TM) at 750 f.y.e. and Suncoast Stores Nationwide on December 15
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On the Heels of the Successful Launch at Comic and Hobby Stores, New Multi-Platform Trading Card Game Expands its National Retail Distribution

NEW YORK--(BUSINESS WIRE)--Following its successful October launch at comic and hobby stores across the U.S. and Canada, the **Chaotic Trading Card Game™**, which adds a unique multi-platform online game experience to its collectible card play, will launch at leading mall-based entertainment retailers **f.y.e.** and **Suncoast** on Saturday, December 15. 4Kids Entertainment, Inc. (NYSE: [KDE](#) - [News](#)), the children's entertainment powerhouse that turned the trading card-based properties Pokémon and Yu-Gi-Oh! into worldwide sensations, and its subsidiary TC Digital Games LLC, will further expand distribution of this innovative multi-platform trading card property at other leading retailers throughout the first quarter of 2008.

Beginning December 15, f.y.e. will offer Chaotic "Dawn of Perim" starter decks and booster packs in 750 key f.y.e. and Suncoast stores nationwide. In support of the launch, 4Kids, TC Digital Games and f.y.e. developed an integrated marketing campaign that includes in-store signage and entertainment displays, an e-blast to f.y.e. loyalty members and online content at [fye.com](#), [ChaoticGame.com](#) and [4Kids.tv](#). Additionally, f.y.e. will host Chaotic Trading Card Game demonstrations and "open battle" events at stores around the country beginning mid-January.

In conjunction with the expanded retail rollout, the Chaotic Online Game Experience, [www.ChaoticGame.com](#), continues to add innovative new game play features, including three-on-three game play functionality and a trade sector that allows users to trade their Chaotic cards online with other players.

In just five weeks of Beta game play on ChaoticGame.com, over 600,000 online cards have been registered and over 110,000 online challenges have been made.

“We are well-positioned to follow up on our successful comic and hobby launch of the Chaotic Trading Card Game with the next step of our expanded retail rollout to major malls nationwide through f.y.e.,” said Bryan C. Gannon, President and CEO of TC Digital Games. “Collectors and gamers alike are enthusiastically embracing Chaotic as the next hot trading card and online game experience.”

Chaotic is the first trading card property specifically designed to integrally connect trading card game play with interactive technology and supported by an instructive television series. Each Chaotic trading card is printed with a unique alphanumeric code that enables Chaotic players to upload their personal card collection onto the Chaotic Online Game Experience, www.ChaoticGame.com, at no additional cost. During the public beta phase of the website, which launched in October, players are able to upload and trade their cards, battle other players as well as take part in web-based messaging and forum discussions.

4Kids has also signed several new licensees for the Chaotic brand, including Giant Merchandising for t-shirts, sweatshirts and track jackets, BioWorld for headwear, Prima Games for the Chaotic Trading Card Game strategy guide and American Greetings.

“We look forward to building on this momentum with expanded release of the Chaotic Trading Card Game to mass market retailers and the signing of additional licensees in other key product categories early in the upcoming new year,” said Alfred R. Kahn, Chairman and CEO, 4Kids Entertainment.

Complementing the Chaotic Trading Card Game is the Chaotic animated TV series, which airs on Saturday mornings during the **4Kids TV** block on FOX stations nationwide, as well as daily on the **Jetix** cable network and **Teletoon** in Canada. The series follows the adventures of a group of teens that are fans of the Chaotic trading card and online game. Select players discover that the one-of-a-kind, alphanumeric codes on their trading cards are actually scans of real Creatures, Locations, Battlegear and “Mugic.” Using their personal passwords and their Chaotic Code Scanners, the players journey to the world of Chaotic, where they can transform into the Creature Cards they’ve collected and battle each other. Players can also travel to Perim, the land where the Creatures live, to capture scans of Creatures, Locations, Battlegear, Attacks and “Mugic.” By watching the animated series, viewers can discover battle strategies that will ultimately help them master the Chaotic Trading Card Game for both online and offline gameplay.

A complete list of participating f.y.e. and Suncoast stores can be found on ChaoticGame.com, 4Kids.com, and fye.com.

About 4Kids Entertainment, Inc.

Headquartered in New York City with international offices in London, 4Kids Entertainment, Inc. (NYSE: [KDE](#) - [News](#)) 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; 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 TC Digital Games LLC

Headquartered in San Diego, California, TC Digital Games LLC, a subsidiary of 4Kids Entertainment Inc., is the designer, distributor and marketer of the Chaotic Trading Card Game™. Chaotic™ is the first property in the trading card industry to combine traditional tabletop gameplay with a free integrated online game portal (www.ChaoticGame.com).

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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