



SPIN MASTER NAMED CHAOTIC® MASTER TOY LICENSEE

NEW YORK (February 3, 2009) – **4Kids Entertainment, Inc.** (NYSE: KDE), the diversified children’s entertainment and media organization, and **Chaotic USA Entertainment Group, Inc.**, have appointed **Spin Master Inc.** as master toy licensee for **Chaotic®**, the top-selling brand that integrates a collectible trading card game (TCG) with a unique online multi-player experience and an original animated TV series.

The agreement between the companies grants Spin Master, one of North America’s largest toymakers, an exclusive worldwide license to design, develop and manufacture Chaotic toys, including action figures and collectables. Spin Master also has the exclusive rights to market and distribute toys (excluding plush) in North America, the United Kingdom, France and Mexico; 4Kids Entertainment will grant toy distribution rights to distributors for all other territories.

The first toys resulting from the appointment are scheduled to hit retail in late 2009 or early 2010.

In just over one year since its October 24, 2007 launch at comic and hobby stores, Chaotic has soared to the top tier of the TCG category, earning distinction as the #1-selling trading card game in Canada (since June 2008), and the #3 position in the U.S. (since April 2008), behind only Pokémon and Yu-Gi-Oh! (based on retailer and distributor reports).

To date, over 50 million cards have been uploaded by Chaotic players to www.chaoticgame.com, with the Website attracting over 3.5 million unique visitors and well over 1.25 million registered users. Players can upload their starter decks and booster packs to challenge other players to matches online using the *Chaotic Pad* application, which allows players to interact and compete against each other in head-to-head matches.

The companion television series, “Chaotic: M’arrillian Invasion”, the second season in the Chaotic saga, airs Saturdays 10:00-10:30 AM, ET in *TheCW4Kids* block on the CW Television Network. The original series, “Chaotic,” also airs in the Jetix block of Toon Disney. The series has been a top-rated Saturday morning show for Boys 6-11 on U.S. broadcast television, as well as a top performer in Canada on Teletoon. The Chaotic TV series is also broadcast in the U.K. and Mexico, and is scheduled to debut on Gulli TV in France and RTL2 in Germany this spring.

The brand’s growing popularity can be attributed, in part, to the unique convergent game play of Chaotic’s patented technology that enables fans to replicate their cards online and collect, trade and compete in the fast-growing community at www.chaoticgame.com.

This significant milestone comes just as the new (fourth overall) Chaotic booster series, *Rise of the Oligarch*, becomes available at retail and comic and hobby stores.

“With Chaotic setting a new standard for 21st Century gameplay, and Spin Master well-known for producing innovative and engaging toys, this is a perfect partnership,” said Al Kahn, Chairman and CEO, 4Kids Entertainment.

“There are strong synergies between the Chaotic and Bakugan brands and judging by Chaotic’s recent upward trend, we believe it represents an exciting opportunity for us in the boys’ action and trading card categories,” said Adam Beder, Vice President, Licensing, Spin Master.

“Spin Master has the pulse of today’s action toy consumers and brings the energy, passion and proven track record that can take the revolutionary Chaotic Brand to another level,” added Bryan C. Gannon, CEO, TC Digital Games and Chaotic USA Entertainment Group.

To support the demand for more Chaotic products at retail, 4Kids has built a targeted licensing and marketing program for the property in several core categories including publishing, computer and mobile accessories and collector figures. Initial licensees include BioWorld for headwear, Prima Games for the Chaotic Trading Card Game strategy guide and Ultra Pro for trading card game accessories.

Chaotic is the first property specifically utilizing patented technology to seamlessly integrate trading card game play with interactive Web-based functionality. Using this technology, each Chaotic Trading Card contains a unique alphanumeric code that allows Chaotic players to upload their personal card collection onto the Chaotic Online Game at www.ChaoticGame.com for no additional cost. Additionally, the destination features interactive gameplay functionality, a Web-based trade sector that allows users to trade their Chaotic Cards online with other players as well as web-based messaging and forum discussions.

About 4Kids Entertainment, Inc.

With U.S. headquarters in New York City, regional offices for its trading card business in San Diego, California and international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is

a global organization devoted to the creation, development, production, broadcasting, distribution, licensing and manufacturing of children's entertainment products.

Through its subsidiaries, 4Kids produces animated television series and films, distributes 4Kids' produced or licensed animated television series for the domestic and international television and home video markets, licenses merchandising rights worldwide to 4Kids' owned or represented properties, operates Web sites to support 4Kids' owned or represented properties, and produces and markets collectible trading card games. Additionally, the Company programs and sells the national advertising time in "TheCW4Kids" five-hour Saturday morning children's block on The CW television network.

Additional information is available on the www.4KidsEntertainment.com corporate web site and at the www.4Kids.tv game station site.

About Spin Master Ltd.

A multi-category children's entertainment company since 1994, Spin Master has been designing, developing, manufacturing and marketing consumer products for children around the world and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as boys action phenomena Bakugan Battle Brawlers™, 2008 Toy of the Year winner Air Hogs® Aquadoodle™, Tech Deck™, and Moon Sand™. The company has also marked an entry into children's media with the launch of Spin Master Entertainment, a division focusing on the design, development and production of television and other media properties. Spin Master employs over 600 people with offices in Toronto, Los Angeles, Paris, London, Hong Kong and China. For additional information please visit: www.spinmaster.com and www.bakugan.com.

About Chaotic USA Entertainment Group, Inc.

Headquartered in San Diego, California, Chaotic USA Entertainment Group is the technology and development Company that holds the worldwide rights to the Chaotic Brand and the Chaotic Trading Card Game. Chaotic USA has entered into an Agreement with 4Kids Entertainment to develop and produce the Chaotic Animated Television series, the Chaotic Trading Card Game and a complete domestic and international merchandise license program.

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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