



**EXCITEMENT FOR CHAOTIC® TRADING CARD GAME
HEATS UP WITH LAUNCH OF SECOND BOOSTER SERIES
AND ORGANIZED PLAY PROGRAM FOR NORTH AMERICA**

Zenith of the Hive Booster™ Series Releases at Mass Retailers Today

***TC Digital Games Launches Organized Play Program with Kick-Off of
“Chaotic Battledrome Events” at New York Comic-Con***

***Momentum continues to Build With Over 11 Million Cards Registered and
More Than 1 Million Unique Visitors to ChaoticGame.com***

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New York (April 16, 2008) - Following the successful launch of the Dawn of Perim™ series, 4Kids Entertainment, Inc. (NYSE: KDE) and its subsidiary TC Digital Games LLC, is releasing the highly anticipated Zenith of the Hive Booster Series for the Chaotic Trading Card Game at major retailers throughout the U.S. and Canada today.

The new series will be available at more than 15,000 locations across North America, with a presence at such retail outlets as Wal-Mart, Target, Toys”R”Us, GameStop, Kmart, f.y.e. and Suncoast, hundreds of local comic and hobby stores, and, beginning in May, at Rite Aid, the third largest U.S. drugstore chain with more than 5,000 stores nationwide.

To add another exciting element to the gaming experience, TC Digital Games will launch Chaotic Battledrome Events, a national Organized Play program, at New York ComicCon, taking place April 18-20. With eight-person tournaments beginning every half hour, players will have the opportunity to compete to win exclusive Organized Play packs. Chaotic Battledrome Events are currently scheduled for conventions throughout 2008 including Wizard World Philadelphia, Origins Games Fair, San Diego Comic-Con, GenCon, and Fan Expo Canada.

With the exciting new stories centered on *Illexia*, the terrifying Danian Queen, Zenith of the Hive introduces new game mechanics and features new army powers including: *Infection*, *Disarm*, *Defender* and *Element Proof* as well as new twists on existing powers such as *Invisibility* and *Hive*. Zenith of the Hive adds 100 new Chaotic Cards into circulation, including 35 Creatures, 10 Battlegear, 20 Attacks, 10 Locations and 25 Mugic™. Each pack (\$3.99 MSRP) includes nine cards with two rare foil cards

and one in three booster packs will include a Parasite Token Card to track the Hive's infestation.

The launch of Zenith of the Hive and the Organized Play program comes as the property continues to increase its player base at a rapid pace. The Chaotic Online Game Experience continues to increase in popularity, with more than 11 million online cards registered and more than one million unique visitors. Average visitor time on the www.ChaoticGame.com Website has increased significantly since the October 2007 launch of the site, now averaging nearly 12 minutes per visit.

Chaotic is making its international debut as well, with the TV series and cards now available in Australia (where it airs on Network 10), Israel (Children's Channel/Noga Communications), and South Africa (MNET), with new territories scheduled to be added throughout 2008.

"It's been exciting to watch the popularity of the Chaotic Trading Card Game grow over the past few months and we look to ignite even more enthusiasm with the launch of the new Zenith of the Hive series and the national Organized Play program," said Bryan C. Gannon, President and CEO of TC Digital Games. "This will undoubtedly elevate player excitement to a whole new level."

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 is enabled with 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 three-on-three 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.

Complementing the Chaotic Trading Card Game is the Chaotic animated TV series, which airs daily on the Jetix block of Toon Disney and Saturday mornings on the 4Kids TV block on FOX stations nationwide. The series has been the top-rated Saturday morning show for Boys 6-11 on broadcast television and scored season-high ratings in several other key demographics during the past few weeks. Additionally, the Chaotic animated series is a hit in Canada where the show is the network's #1 ranked program among Boys 2-11 (A.C. Nielsen 9/3/07-1/19/08) on Teletoon. The series follows the adventures of a group of teens that are fans of the Chaotic Trading Card and Online Game. By watching the animated series, viewers can discover battle strategies that will ultimately help them master Chaotic for both online and offline gameplay.

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 a four-hour "4KidsTV" block which airs on nearly 200 affiliated FOX television stations Saturday mornings. Beginning in September 2008, the Company will also program and sell the national advertising time in the five-hour Saturday morning 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 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 game play with a free integrated online game portal (www.ChaoticGame.com).