

**“WORDWORLD” WINS TWO EMMY® AWARDS
AS OUTSTANDING CHILDREN’S ANIMATED PROGRAM
AND FOR OUTSTANDING WRITING IN ANIMATION AT
36TH ANNUAL DAYTIME EMMY AWARDS**

*PBS KIDS Series Represented by 4Kids Entertainment
Wins In Both Nominated Categories*

New York, NY (August 31, 2009) – “WordWorld,” the innovative animated television series which empowers preschoolers to read, was honored Saturday evening by the National Academy of Television Arts & Sciences (NATAS) with two Emmy® Awards at its 36th Annual Daytime Entertainment Emmy® Award event in Los Angeles.

The series, which airs Monday through Friday on PBS Kids, was named Outstanding Children’s Animated Program as well being honored for Outstanding Writing in Animation.

This is the second consecutive year that NATAS members have honored “WordWorld.” In the 2007-08 season, the show was awarded its first Emmy Award for Outstanding Achievement in Main Title Design.

“We are bursting with pride for executive producer and co-creator Don Moody and head writer and co-creator Jacqueline Moody as well as all our ‘WordWorld’ colleagues,” said Al Kahn, Chairman and CEO, 4Kids Entertainment, which serves as global licensing agent for the property.

New episodes of the PBS Kids series begin airing on September 7th.

Honorees of the two 2008-09 Emmy Awards for “WordWorld”:

Outstanding Children’s Animated Program

- DON MOODY, EXECUTIVE PRODUCER
- SUE HOLLENBERG, SUPERVISING PRODUCER
- TYLER BUNCH, PRODUCER
- JACQUELINE MOODY, PRODUCER
- OLEXA HEWRYK, PRODUCER
- ALEX KAY, PRODUCER

Outstanding Writing in Animation

- JACQUELINE MOODY, HEAD WRITER
- JILL COZZA-TURNER, WRITER
- ROBERT VARGAS, WRITER
- MARTHA ATWATER, WRITER
- KEN OLSHANSKY, WRITER
- ERIC WEIL, WRITER
- DAN DANKO, WRITER
- TOM K. MASON, WRITER

Praised by critics, educators and parents alike, the multimedia preschool property playfully brings words to life through an innovative methodology that embeds words into the objects they represent, resulting in easier word recognition for children. The groundbreaking series incorporates television, learning products and interactive resources to encourage literacy in children. 4Kids will leverage WordWorld's powerful combination of educational and play value to build a licensing program across a variety of product categories that highlights the property's unique focus on word play for preschoolers.

Since its launch on PBS KIDS in July 2007, **WordWorld** has earned accolades from both critics and consumers. The series has earned three Emmy Awards, a Parent's Choice Gold Award, and has received glowing reviews by critics including an "A-" by *Entertainment Weekly*, which credited it with demonstrating that "television can still be a valuable learning tool." Airing in over 97% of the U.S., **WordWorld** introduces viewers to a word-rich world populated by hundreds of lively, fun-loving *WordFriends*, characters and things that are created by the letters that represent them. **WordWorld** is partially funded by the U.S. Department of Education as part of the "Ready to Learn" literacy initiative and has been proven by third party testing to improve early literacy skills.

About Word World, LLC

Word World, LLC, created by Don Moody, is an award winning multi-platform media franchise with a focus on helping develop literacy skills among three- to six-year-olds. Through a first-of-its-kind, patent-pending learning tool, all "WordWorld" products embed words into images to enhance word recognition. WordWorld is partially funded by the U.S. Department of Education and is part of the Ready To Learn literacy initiative focused on helping children ages two to eight improve their reading skills. The Ready To Learn initiative is a partnership of the U.S. Department of Education, the Corporation of Public Broadcasting, PBS and the Ready To Learn Partnership.

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 wholly owned 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, and operates Web sites to support 4Kids' owned or represented properties. Through its majority-owned trading card company and Web site company, 4Kids produces and markets collectible trading card games. Additionally, 4Kids programs and sells the national advertising time in "TheCW4Kids" five-hour Saturday children's television 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.

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