



AMERICAN
KENNEL CLUBSM



4SIGHT LICENSING SOLUTIONS SIGNS NEW AGREEMENTS FOR AMERICAN KENNEL CLUB® AND CAT FANCIERS' ASSOCIATION®

***New Products from Pet Brands, Inc., red82 and FotoGrafix USA
Include Jerky/Chew Products, iPhone Applications, Decals and Clings***

New York, NY (March 8, 2010) – Affirming their leadership roles in the ever-growing pet product industry, **4sight licensing solutions** – a subsidiary of **4Kids Entertainment, Inc.** (NYSE: KDE) has signed several new licensing agreements to expand the market-leading **American Kennel Club (AKC®)** and the **Cat Fanciers' Association® (CFA)** lines.

From **Pet Brands, Inc.** will come a line of jerky and other natural chew products for dogs; from **red82** will come mobile iPhone applications enabling users to access breed information for dogs and cats; and from **FotoGrafix USA** will come an array of decals, window clings, and useful accessory adornments.

Pet Brands, Inc. is a premiere manufacturer of licensed pet toys, rawhide, jerky, natural chews and accessories, whose “Brands You Trust” slogan reflects the company’s mission statement. Producing pet products for the iconic and trusted brands Milk-Bone, Gravy Train, Kibbles N’ Bits, Coleman, Hershey and, now, the AKC, the company was founded in 2004 and has quickly become one of the top players in the pet accessory market. It has offices and distribution in Columbus, OH, as well as in Hong Kong. Pet Brands’ testing programs assure customers that they are purchasing a product that they can provide to their pets with confidence.

“The AKC brand aligns perfectly with Pet Brands’ focus,” said Matt Hunnell, President, Pet Brands. “We’re committed to producing branded products that consumers can trust with complete confidence in their safety and quality. The AKC brand embodies this integrity.”

red82 will be unveiling *AKC Dog Breeds* and *Cat Fanciers' Association (CFA) Cat Breeds*, two brand new apps for the iPhone and iPod touch, both scheduled to be released to the iTunes store early this year at a price of \$1.99.

The *AKC Dog Breeds* and *CFA Cat Breeds* apps will provide the user with detailed breed information, breed standards, photographs, profiles and history for all recognized AKC and CFA breeds, as well as a user-editable list of favorites. The ease of use and depth of information will make *AKC Dog Breeds* and *CFA Cat Breeds* invaluable for pet lovers and professionals alike.

CFA Cat Breeds showcases the work of renowned feline photographer Richard Katris of Chanan Photography, with over 30 years of experience and hundreds of stunning, show quality breed images. Branding and design for both applications was done by Orlando-based branding agency Wilkie Birdsall.

FotoGrafix USA will be creating a range of AKC and CFA-branded products, including double-sided decals, window clings, rigid warning signs, children's decals, magnetic greeting cards, door hangers, luggage tags and bookmarks. The new range of unique products being launched under license from the American Kennel Club and the Cat Fanciers' Association enables FotoGrafix USA to utilize its combined skills of graphic design, plastic printing and offset lithography to manufacture and print a complete range of photographic products which will be offered to the retail trade in the U.S. and Canada. This range of products will be displayed on its company Website at www.fotografixusa.com beginning March 15th, 2010.

About 4sight licensing solutions, Inc.

4sight licensing solutions, inc., is a subsidiary of 4Kids Entertainment, Inc., a global provider of children's entertainment and merchandise licensing. 4sight licensing solutions, inc. specializes in the marketing and licensing of brands geared primarily to adults, teens and "tweens." Currently, 4sight represents targeted properties and corporate trademarks including the American Kennel Club, Cat Fanciers' Association, The (UK) Kennel Club and KRUFST.

About the American Kennel Club

The American Kennel Club (AKC[®]), founded in 1884, is a not-for-profit organization dedicated to the advancement of purebred dogs. The AKC maintains the largest registry of purebred dogs in the world, oversees the sport of purebred dogs in the United States, and along with its 5,000 clubs, educates the general public about responsible dog ownership. More than 20,000 competitions for AKC-registered purebred dogs are held under AKC rules each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, hunt tests, and field and earthdog trials. Affiliate AKC organizations include the AKC Canine Health Foundation, AKC Companion Animal Recovery, AKC Humane Fund, and the AKC Museum of the Dog. For more information, visit www.akc.org

About Cat Fanciers' Association

Founded in 1906, The Cat Fanciers' Association, Inc. (CFA) is a global organization dedicated to promoting the welfare of ALL cats. The CFA, headquartered in Manasquan, New Jersey, is responsible for the world's largest registry of pedigreed cats, and preserving the uniqueness and beauty of the 41 breeds of cats. The CFA promulgates the rules for the management of cat shows and promotes the interest of breeders and exhibitors of cats. To learn more about the Cat Fanciers' Association, the 41 pedigreed breeds or to learn about the nearest show, visit www.cfa.org.

The information contained in this press release, other than historical information, consists of forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. 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.

#

CONTACT: Barry Stagg
(310) 880-3193
bstagg@4kidsent.com