

15/05/2003**Sonic The Hedgehog Speeds, Spins And Zips Into The Fox Box**

4Kids Entertainment's FOX BOX Adds All-New SONIC X Animated Series To Saturday Morning Line Up Beginning Fall 2003.

NEW YORK, NY (May 15, 2003) - 4Kids Entertainment (NYSE:KDE) and SEGA® today announced that the fastest hedgehog in the universe is speeding into the FOX BOX! Continuing its drive to make FOX BOX the Saturday morning destination for kids, 4Kids Entertainment has signed SEGA's Sonic The Hedgehog® as the network's newest mega star for its Saturday morning line-up beginning fall 2003.

4Kids Entertainment has teamed with award-winning animation studio TMS Entertainment Ltd. of Japan to produce 52 all-new animated episodes of the SONIC X cartoon. The show will star the speedy blue superstar whose video games have sold more than 32 million units globally. SONIC X takes its place on FOX BOX alongside such popular shows as TEENAGE MUTANT NINJA TURTLES, KIRBY: RIGHT BACK AT YA!, ULTIMATE MUSCLE, and THE CRAMP TWINS. Since his debut role in SEGA's "Sonic The Hedgehog" game in 1991, Sonic has grown to be one of the most enduring game characters and franchises of all time.

Sonic The Hedgehog has appeared in numerous video games across multiple console, handheld and wireless platforms over the past 10 years. Consistently a top-selling franchise, Sonic The Hedgehog continues to be a popular icon worldwide in 2003 and beyond. "Sonic is one cool sassy hedgehog that kids will instantly be rooting for as he takes on the evil DR. EGGMAN and his robot foes," said Norman Grossfeld, president of 4Kids Productions. "SEGA is thrilled to be bringing Sonic to another generation of fans," said Mike Fischer, vice president of marketing, SEGA of America. "Our speedy blue hedgehog is a video game icon, and SONIC X captures all the excitement and thrills of his interactive adventures. FOX BOX is the perfect place for this great new series."

Program Synopsis:

Accidentally transported by Chaos Control, Sonic finds himself on a strange planet inhabited by humans and teams up with his newest friend, Christopher. Together, Sonic and Christopher embark on a series of exhilarating and elaborate quests as they search for the "Chaos Emeralds," precious stones delivering the power to conquer the world to whoever possesses them. Through their adventures, Sonic and Christopher must battle Sonic's archrival, the evil Dr. Eggman, a robotics authority, who wants the "Chaos Emeralds" for himself so that he can establish his own empire to dominate the world. Known for speed, power and energy, Sonic helps Christopher overcome his boyhood fears as they meet-up with long-time friends Knuckles, Tails and Amy, and encounter new pals Cream and Cheese. In a distant galaxy, the confrontation between Sonic and Dr. Eggman begins once again!