



June 20, 2006

**4KIDS ENTERTAINMENT NAMED
WORLDWIDE LICENSING,
MARKETING, AND PROMOTIONAL
AGENT FOR "JIM HENSON
DESIGNS."**

Company Partners with The Jim Henson Company to Develop Design-Oriented Merchandise Collection Inspired by the Artist's Earliest Archived Sketches

New York, N.Y. (June 20, 2006) – Jim Henson's legacy is undeniable. His creations for television and film continue to dazzle and inspire the imaginations of both the young and old each day around the globe. Now, thanks to a new partnership between 4Kids Entertainment, Inc. (NYSE: KDE) and The Jim Henson Company, people will be able to see what inspired this exceptional artist and view the world from his unique perspective.

4Kids and The Jim Henson Company are joining creative forces to launch Jim Henson Designs – a highly-artistic and innovative merchandise collection inspired by the rarely seen works of the legendary puppeteer and filmmaker. For the first time ever, fans and newcomers alike have an opportunity to get to know and love Henson's earlier and most precious art creations through a comprehensive licensing program that exposes the more intimate and personal side of Henson's genius.

Henson began his career in graphic design and his lesser known works, often drawn on a variety of mediums from sketchpads to restaurant placemats to festival programs, consist of thousands of drawings (creatures of all shapes and sizes are ubiquitous in his sketchpads), landscapes (trees and farms were a favorite), and patterns (mazes full of goblins and monsters foreshadow his later fantasy projects).

In keeping with the integrity of these lesser-known pieces of art (currently housed in Henson's New York archives), Jim Henson Designs will imbue each product with the ideals and spirit of Jim Henson the Artist. The initial focus of the licensing program will be on creating captivating lines of apparel, accessories, and housewares to showcase these rarely-seen creations while carefully maintaining the creativity, joy and irreverence that have become synonymous with the Henson name.

"Jim Henson and his decades-worth of creations have been one of the most impactful and memorable forces in entertainment; he is a legend," said Alfred R. Kahn, Chairman and CEO of 4Kids Entertainment. "But what most fans don't know is that before we all fell in love with his life's work, Jim Henson was endlessly exploring new ideas -- sketching and drawing his thoughts for puppets, films, and television shows, to name just a few. His original artwork lends itself perfectly to an extraordinary collection of merchandise that is sure to be embraced by both kids and adults. In launching Jim Henson Designs, 4Kids

and the Jim Henson company plan to reveal to the world these rare works of art and help further inspire the imagination and sense of wonder of generations to come.”

Added Lisa Henson, co-CEO of The Jim Henson Company: “My father enjoyed celebrating life and with this positive energy and optimistic view, he tried to find joy in everything he did – adding a healthy dose of irreverence along the way. These earliest sketches reveal the very roots of his inspiration and, by working with 4Kids, we hope to introduce others to Jim Henson’s ‘mindstyle’ – a way of seeing the world with wonder, laughter and infinite possibilities.”

"The Jim Henson brand has a unique sensibility and widely recognized and trusted name recognition," said Michael R. Polis, Sr. Vice President of Marketing and Home Entertainment for The Jim Henson Company. "It is exciting to partner with 4Kids to put our distinctive look on a variety of products allowing consumers to bring our inimitable way of looking at the world into their homes."

ABOUT 4KIDS ENTERTAINMENT

Headquartered in New York City with international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global provider of children's entertainment and merchandise licensing. 4Kids, through its wholly owned subsidiaries, provides domestic and international merchandise licensing; television, film, music and home video production and distribution; media planning and buying; product development and Web site development. For further information, please visit the Company's Web sites at www.4KidsEntertainment.com and www.4Kids.TV.



The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train," "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand has recently launched the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

<http://www.henson.com>

Join us on www.facebook.com/hensoncompany

and follow us at www.twitter.com/hensonparents.