

## **4KIDS ENTERTAINMENT AND ORIGINAL APPALACHIAN ARTWORKS PARTNER WITH CELEBRATION FOODS® AND CARVEL® TO CELEBRATE THE CABBAGE PATCH KIDS® 25th ANNIVERSARY**

*National Supermarket Promotion With Cabbage Patch Kids DVD Offer To Launch November 3<sup>rd</sup>*

NEW YORK – (November 3, 2008) – Licensing and marketing agent 4Kids Entertainment, Inc. (NYSE: KDE), along with property owner Original Appalachian Artworks, Inc. (OAA) will again join forces with Celebration Foods to continue their successful partnership with Carvel® ice cream cakes and **Cabbage Patch Kids®** 25<sup>th</sup> anniversary celebration, with the launch of a new promotion hitting stores November 3<sup>rd</sup>. Through the new campaign, more than 10,000 supermarkets, club stores and super centers across the country will offer consumers a free Cabbage Patch Kids DVD with the purchase of specially-marked packages of Carvel ice cream cakes. The campaign will be supported with in-store static clings, on-pack promotional bursts and the distribution of a free standing insert (FSI) to more than 26 million households.

To cross-promote this special event, the **25<sup>th</sup> Anniversary Cabbage Patch Kids®** dolls by JAKKS Pacific, Inc. (NASDAQ: JAKK) are available now at retail and feature a Carvel burst and coupons in each package.

"Over the course of 25 years, the Cabbage Patch Kids have become an indelible part of American culture. Our promotion with Carvel celebrates the legacy of this iconic brand and offers fans a great treat to enjoy at home while watching their free Cabbage Patch Kids DVD," said Colleen Nuskey-Gilday, Marketing Consultant for the Cabbage Patch Kids brand.

"Carvel has a great history with the Cabbage Patch Kids after a very successful spring campaign, and we're expecting more great results from this new promotion," said Tim Shanley, President and COO for Celebration Foods.

The FSI's are expected to hit homes on November 16<sup>th</sup>, in time for the Thanksgiving holiday. Consumers will be able to claim their free Cabbage Patch Kids DVD through an exclusive mail-in offer.

### **About Celebration Foods®**

Celebration Foods is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including Carvel ice cream cakes and desserts. Headquartered in New Britain, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% market share and distribution now reaching over 43 states in leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

### **About Carvel® Corporation**

The United States' first retail ice cream franchise, Carvel® Corporation has become one of the best-loved and most recognized names in its industry. The 74-year old company is the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes, as well as a leading provider of premium soft serve and hand dipped ice cream products. Carvel currently operates approximately 570 franchised and food service locations, and sells its famous ice cream cakes in over 8,500 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in Rocky Hill, Conn.

#### **About Original Appalachian Artworks**

Original Appalachian Artworks, Inc. (OAA), founded in 1978 by Cabbage Patch Kids creator Xavier Roberts, is a privately held corporation located in Cleveland, Georgia. Owners of the world famous Cabbage Patch Kids brand and home to BabyLand General® Hospital, one of Georgia's top tourist attractions. OAA also manages a wide range of other projects while continuing to deliver hand-stitched one-of-a-kind, soft-sculpture Cabbage Patch Kids. A new "homeplace" is being built for the 'Kids' waiting to be adopted. Slated to open in 2009, BabyLand will be able to accommodate a reunion for "Adoptive Parents" and their families. For additional information, visit [www.cabbagepatchkids.com](http://www.cabbagepatchkids.com).

#### **About 4 Kids Entertainment**

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 website company, 4Kids 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 as well as in "TheCW4Kids" five-hour Saturday morning block on The CW television network. Additional information is available on the [www.4kidsentertainment.com](http://www.4kidsentertainment.com) corporate web site and at the [www.4kids.tv](http://www.4kids.tv) game station site.