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**WARNER BROS. PICTURES TO HANDLE DOMESTIC DISTRIBUTION ON
TEENAGE MUTANT NINJA TURTLES' CGI MOVIE WITH THE WEINSTEIN
COMPANY HANDLING INTERNATIONAL DISTRIBUTION**

-- Film to Open Domestically on March 30, 2007 --

7 March 2006 -- Warner Bros. Pictures and The Weinstein Company today announced that Warner Bros. will oversee domestic distribution with The Weinstein Company handling international distribution of the first all-CG- animated movie in the long and phenomenally successful history of the Teenage Mutant Ninja Turtles franchise. The film is a joint acquisition of an Imagi Animation Studios' production between Warner Bros. Pictures and The Weinstein Company, and will be released domestically on March 30, 2007. The announcement was made today by Dan Fellman, President of Distribution, Warner Bros. Pictures, and Harvey Weinstein, Co-Chairman of The Weinstein Company.

The movie will be directed by Kevin Munroe from his own screenplay, developed in consultation with Turtles co-creator Peter Laird, and will be produced by Thomas K. Gray and Galen Walker. The executive producers are Francis Kao, Peter Laird, Gary Richardson and Frederick U. Fierst. Worldwide merchandising rights for the movie will be exclusively represented by 4Kids Entertainment, Inc. (NYSE:KDE).

"We think this new Teenage Mutant Ninja Turtles movie will appeal to a whole new generation of fans, with its updated visuals and more action-driven storyline," said Fellman. "We look forward to bringing it to our audiences and making the Teenage Mutant Ninja Turtles a highlight of early 2007."

"Teenage Mutant Ninja Turtles represents a brand that is widely recognized all around the world and we think this new CG version will be a huge hit among audiences everywhere," said Weinstein.

The two studios acquired the worldwide movie distribution rights from Imagi Animation Studios, who had obtained the production and distribution rights from the Mirage Group, which owns, nurtures and manages the Teenage Mutant Ninja Turtles property. The new CG-animated, PG-rated movie will derive its tone from the original comic-book series

and will be slightly grittier than the previous live-action pictures. The animation will be created in Imagi's state-of-the art facility in Hong Kong.

The Teenage Mutant Ninja Turtles motion picture history began in the early 1990s, with three live-action films that grossed a cumulative total of more than \$256 million domestically, adding to the entertainment phenomenon that spawned games, toys, costumes and a virtual Turtles industry. In 2003 the Turtles returned to television after a five-year hiatus, now appearing on Cartoon Network and 4Kids TV on Fox in the United States and on major TV channels around the world. Additionally, the entertainment re-launch of the Teenage Mutant Ninja Turtles has generated hundreds of millions of dollars of worldwide retail sales of new licensed products, including an entirely new range of toys from longtime licensee Playmates Toys.

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