



EMTEC

EMTEC LAUNCHES KOOKY USB DRIVES, BASED ON POPULAR KOOKY KLICKERS™ BRAND

EMTEC launches a line of USB flash drives, modeled after the popular character pens Kooky Klickers™.

Columbus, OHIO December 26, 2008 – EMTEC, a leading manufacturer of USB flash drives and accessories, has officially launched Kooky USB Drives. Based on the popular character pens known as Kooky Klickers™, Kooky USB Drives feature a range of fun and unique personalities.

Each Kooky USB Drive is based on one of the uniquely named and numbered Kooky Klickers pens, and collections of USB drives are released in limited edition “Waves.” Each drive is marked with a holographic sticker to affirm its authenticity.



“The Kookys’ distinctive shape, design, color and range of unique personalities make them a perfect fit for other Kookys products,” said Brent Reese, Founder and Senior Vice President of Courage International, rights holder and marketer of the Kooky Klickers. “We are very excited to partner with EMTEC to apply the Kooky brand to their USB drives.”

“It is our goal that Kooky USB Drives become the next big trend,” said Chris Mack, EVP Sales & Marketing, EMTEC, North America. “Kooky USB Drives have the opportunity to carve their own niche in the flash market. We foresee them being very popular with technology users who are seeking the fashionable alternative to the standard USB drive. Kookys are a highly recognizable trademark and EMTEC is excited to partner with such a distinctive brand.”

Each Kooky Klicker collectible pen is uniquely named and numbered, and collections are released in limited edition “Krews.” With millions of Kooky Klickers sold since they hit the market in 2002, the Kooky Klickers were recently recognized as one of the “Ten Hottest Toys at Retail” by industry trade publication *Toy Book*. Kooky USB Drives, which share the unique personalities that has made this brand so popular, are an ideal storage solution for stylish technology users. Kooky USB Drives are currently available at over 1,200 Office Depot retail locations throughout the United States.

In addition to Kooky USB drives, the Kooky brand has expanded into a full line of licensed products. As worldwide licensing agent, 4Kids Entertainment is developing a comprehensive licensing program for the Kooky brand.

About EMTEC:

EMTEC, the inventor of the first magnetic tape for audio recording, boasting more than seventy years of experience, is a widely recognized brand in Europe and now in the United States. EMTEC offers a large range of consumer IT solutions, from USB flash drives to netbooks. For more information, please visit www.emtecelectronics.com.

About Courage International:

Based in Las Vegas, Nevada, Courage International was founded in 1989 and is now part of the Ultra Pro Corporation of global brands and companies. Courage International specializes in designing and marketing unique and innovative products such as the Kooky Klickers collectible pens to retail outlets throughout the world. Visit the world of Kookys online at www.kookys.com.

About 4Kids Entertainment:

With U.S. headquarters in New York City, 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. Additional information is available on the www.4kidsentertainment.com website.

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