



Final Production Information

Based on the comic book, trading card and television series phenomenon, *Yu-Gi-Oh! The Movie* is the story of Yugi, a boy captivated by a card game sweeping the nation. But there's more to the game than meets the eye, for it contains ancient mystical energies that can change the course of history!

Deep below the sands of Egypt, an old evil has awakened. Anubis, who was defeated centuries ago by Yugi's mysterious alter ego – the Pharaoh – has returned for revenge to destroy Yugi and take over the world! Can Yugi and his friends conquer their most powerful foe yet before the planet is buried in the sands of time?

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Yu-Gi-Oh! The Movie will be released on August 13, 2004 by Warner Bros. Pictures, a Warner Bros. Entertainment Company.

This film has been rated "PG" by the MPAA for "scary combat and monster images."

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THE *YU-GI-OH!* PHENOMENON

The brainchild of manga artist/writer Kazuki Takahashi, *Yu-Gi-Oh!* began as a comic book in Japan in 1996 and has flourished into an immensely successful global brand, spawning a highly rated animated television series, video game franchise and trading card game. Bringing Yugi to the big screen was the next logical step in taking the *Yu-Gi-Oh!* phenomenon to a whole new level. “*Yu-Gi-Oh! The Movie* is a natural progression as *Yu-Gi-Oh!* remains one of television’s top-rated animated series,” says Alfred R. Kahn, Chairman and CEO of 4Kids Entertainment. “We look forward to building on the success of the brand for many years to come.”

The record-breaking *Yu-Gi-Oh!* television series debuted on Kids WB! in 2001 and currently airs in over 60 countries and 20 languages, consistently ranking #1 on U.S. network television. The show follows the adventures of mild mannered high school student Yugi Muto, who becomes a seemingly invincible hero when he plays his favorite card game. (Translated, *Yu-Gi-Oh!* means “King of Games.”)

The card game pits players against each other in “battles” fought using playing cards emblazoned with wildly imaginative creatures. Each card features different monsters, spells and traps with varying strengths and weaknesses. Duelists strategize to use the most powerful combination of cards from their “decks” to defeat their opponents and become master duelists.

Armed with special energies he absorbs from the Millennium Puzzle, a powerful ancient artifact he wears around his neck, Yugi and the Pharaoh – Yugi’s alter ego, whose spirit inhabits the Puzzle – join forces to battle various foes in their quest to save mankind and become the best duelist in the world.

“I think the key to *Yu-Gi-Oh!* and why it works in so many markets around the world is that kids can put themselves in Yugi’s shoes as he battles these incredible monsters,” observes Norman Grossfeld, President of Productions for *Yu-Gi-Oh!* licensee 4Kids Entertainment, who not only co-wrote the American adaptation and executive produced *Yu-Gi-Oh! The Movie*, but also produced the blockbuster *Pokémon* movie series. “Kids not only watch the story unfolding onscreen, they imagine themselves in it.”

Yugi's legions of young fans also identify with the character's empowerment through his alter ego, the Pharaoh. "Yugi is not perfect; he's your average high school student who has the same fears and self doubts that all kids have," notes *Yu-Gi-Oh!* TV series writer-producer Mike Pecoriello. "But he has this other side to him, his alter ego, that he can call upon when he needs a confidence boost. I think kids are empowered by the idea that behind this timid underdog is a strong, assertive hero."

The popularity of the *Yu-Gi-Oh!* TV series sparked a worldwide phenomenon among fans who yearned to play a real life version of the card game. This excitement led to the creation of the *Yu-Gi-Oh!* Duelist League, which counts over 600,000 participants, with card play taking place at over 4,500 retail locations.

20,000 *Yu-Gi-Oh!* enthusiasts are expected to attend the 2004 *Yu-Gi-Oh!* World Championship, which takes place on July 25th in Anaheim, California, featuring the best duelists from around the globe facing off in the ultimate competition to determine the World Champion.

In addition, four new *Yu-Gi-Oh!* trading cards have been created for the release of *Yu-Gi-Oh! The Movie*, and will be free with the purchase of admission exclusively in theaters showing the film. Fans can also look forward to the *Yu-Gi-Oh! The Movie* soundtrack with music inspired by the film from featured artists such as The Black Eyed Peas, Jean and Fatty Koo. A 4Kids Lane production and distributed by RCA Records, *Yu-Gi-Oh! The Movie* soundtrack will hit stores on August 10th, 2004.

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ADAPTING *YU-GI-OH!* FOR THE BIG SCREEN

While the *Yu-Gi-Oh!* TV series was originally created for the Japanese market and later translated into English for American viewers, *Yu-Gi-Oh! The Movie* was developed specifically for Western audiences based on the overwhelming success of the franchise in the U.S. "In the past, we've gotten fully-produced episodes of the TV series from Japan, and we would edit the story and the music for American audiences," Grossfeld explains. "What's so exciting about *Yu-Gi-Oh! The Movie* is that we created

everything from scratch, specifically for our market. So, for the first time, American fans will see a *Yu-Gi-Oh!* story that nobody in the world has seen before.”

In creating the storyline for Yugi’s first big screen adventure, the Japanese filmmakers and the American production team faced the challenge of telling a complete story in less than 90 minutes, while remaining true to the spirit of the TV show, which tells a story over the course of a 50-episode season. The movie also needed to remain consistent with the television series while also appealing to audience members who aren’t familiar with the show. “We sought to create a complete story arc that works within the *Yu-Gi-Oh!* universe, but at the same time stands on its own,” says Pecoriello.

In addition to crafting a self-contained, feature-length story for the movie, 4Kids and their Japanese partners also wanted to raise the stakes by exploring the dramatic possibilities inherent in the card game. “Part of our challenge was how to get the fans invested in the game in a way that they haven’t been in the past,” Grossfeld notes, “and how to build the drama of the card game so that kids can really put themselves in Yugi’s position.”

Yu-Gi-Oh! The Movie will transport fans to an exciting new dimension when Yugi finds himself engaged in a heated battle with his archrival Seto Kaiba, who is fiercely determined to finally defeat Yugi and claim the title of King of Games. Suddenly, the imaginary monsters in the players’ decks become real and the duelists are thrust into a dangerous realm where they must fight for their very lives – and the fate of the world. “In the show, when one player loses life points, he’s just losing the duel,” Pecoriello explains. “But in the film, the hazards of the game are much more real.”

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A NEW ADVENTURE & A NEW VILLAIN

Yu-Gi-Oh! The Movie is a collaborative production between Nihon Ad Systems, Japan’s Studio Gallop, the production company that animates the TV series and Korea’s Dong Woo Animation, using a combination of computer generated and hand-drawn images.

The film takes place shortly after the completion of the Battle City Tournament, a long and challenging competition Yugi entered in Season Two of the TV series to learn about his enigmatic past. The end of Season Three marks the conclusion of the Tournament, and this is where the film's story begins. Fans can expect events in the movie to ultimately affect episodes in Season Four, creating a multi-layered interactive universe for the *Yu-Gi-Oh!* aficionado.

Yu-Gi-Oh! The Movie deals largely with the relationship between Yugi, his alter ego, the Pharaoh, and their longtime rival Seto Kaiba. "The battle in this movie is between light and dark, but the theme of the film also revolves around the light and darkness of the *soul*, and how those two powers relate," says director and TV series producer Hidetaka Ikuta.

Yu-Gi-Oh! comic book creator Kazuki Takahashi adds, "The message of *Yu-Gi-Oh! The Movie* is that power isn't everything. Working with others is the way to live."

Yugi will have to work with every friend and *Yu-Gi-Oh!* playing card he can find to defeat an all-new, all-powerful villain introduced in the film: Anubis, the Egyptian creature that Yugi's alter ego defeated several millennia ago. The Pharaoh, whose spirit lives in the mystical Millennium Puzzle that Yugi wears around his neck, defeated Anubis thousands of years ago and was thought to never be heard from again. But, when Anubis is accidentally reawakened during an archeological dig, he is hellbent on conquering the world – and getting revenge on Yugi in the process.

"I think Anubis is probably scarier than any other villain we have seen before because he's not human," says Pecoriello of the mummified monster, who takes on many different forms in the film.

Named after one of the oldest and most important gods in ancient Egyptian mythology, the God of the Underworld, Anubis commands a brigade of resurrected mummies and two fearsome Sphinx monsters who aid him in his quest for vengeance, forming an army of creatures unlike any Yugi has ever faced. As the film progresses, Anubis grows stronger and stronger, seemingly feeding off of Yugi's lost life points, eventually transforming into a towering monster who isn't about to let anyone, especially Yugi, get in his way.

Meanwhile, Yugi is brought closer to the truth behind his Millennium Puzzle, a 5,000 year-old artifact given to him by his grandfather, Grandpa Muto. His discovery that Anubis also wields a Millennium Item – the Pyramid of Light, an upside-down version of Yugi’s Puzzle – seals Yugi’s fate as the one destined to save the world from destruction.

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THE GANG’S ALL HERE

Even the King of Games needs help sometimes – and in battling both his archrival, Seto Kaiba, and Anubis, his newest and most powerful foe, Yugi turns to his trusted friends for backup. “Despite all the magic and supernatural forces involved in the movie, the power of friendship proves to be stronger than anything else, and in the end, that bond will always prevail,” says Pecoriello. “Only as friends are they able to come together and fight against evil.”

Yugi’s posse includes Joey, a streetwise gamer. Although he’s impulsive and quick tempered, he has proven himself to be a loyal friend and an excellent duelist, often aiding Yugi in his battles.

One of Joey’s oldest friends, Tristan is also one of Yugi’s most vocal supporters. Although he and Joey often argue, Tristan is the first one to lend a hand when his friend needs help.

Tea, the only girl in Yugi’s inner circle of friends, serves as the voice of reason for the boys, and a constant reminder of the importance of their friendship and the power it can have. Tea’s support helps Yugi to believe in himself time and again.

Yugi owes much of his dueling success to his Grandpa Muto, who owns a game shop and taught him everything he knows about playing the card game. Grandpa is also credited with helping Yugi build his powerful deck of monster cards. A former Egyptologist, Grandpa discovered Yugi’s Millennium Puzzle.

Every champion needs a challenger, and Yugi’s is Seto Kaiba, an extremely wealthy high school student who serves as the CEO of his own multi-million dollar high-

tech gaming corporation, KaibaCorp. A card gaming expert and former world champion, Kaiba is solely responsible for creating the state-of-the-art equipment used to enhance the game, including the patented holographic technology needed to make the monsters and magic seem real. Intensely driven and power-hungry, Kaiba is extremely jealous of Yugi's success in the gaming world and is determined to defeat him and reclaim his former glory.

Kaiba's spunky little brother Mokuba invariably finds a way to hang around the dueling action. Much more compassionate than his big brother, Mokuba often finds himself caught between his respect for Kaiba and his own conscience.

Thought to have disappeared after being defeated in the first season of the TV show, Maximillion Pegasus makes his triumphant return in *Yu-Gi-Oh! The Movie*. The original creator of the card game, Pegasus has been hiding out on his own private island, retired from the gaming world. That is, until now. But is Pegasus returning as friend or foe? The mystery is about to unfold, and fans can expect some long awaited questions to finally be answered.

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ABOUT THE FILMMAKERS

ALFRED R. KAHN (Executive Producer) is Chairman and CEO of 4Kids Entertainment, Inc. – a New York Stock Exchange-listed Company that is a global provider of children's entertainment and merchandise licensing.

Kahn joined Leisure Concepts, Inc. (predecessor to 4Kids Entertainment's licensing division) in 1988 and is the architect of its expansion into a vertically integrated group of companies collectively known as 4Kids Entertainment. Kahn is a leading figure in the licensing industry, responsible for many of its biggest hits, including *Pokémon*, Cabbage Patch Kids and *Yu-Gi-Oh!* Kahn's entrepreneurial insight and unique youth-oriented marketing strategies are the hallmarks of his corporate vision.

In 1992, Kahn added television production and distribution and media planning and buying to 4Kids Entertainment's licensing business by forming two subsidiaries:

4Kids Productions, Inc. and The Summit Media Group, Inc. In 2000, Kahn created 4Kids Technology, Inc. and Websites 4Kids, Inc. In January 2002, Kahn again expanded the scope of the Company by winning the bidding to lease Fox Broadcasting's Saturday morning children's block. The programming block, called the FOX BOX, commenced with Fox's Fall 2002 schedule. With the additional hours of programming, the Company has become one of the largest suppliers of children's entertainment content to network television in the United States. Also in 2002, Kahn added 4Kids Entertainment Home Video, Inc. and 4Kids Entertainment Music, Inc.

Kahn has created a fully integrated platform that positions 4Kids Entertainment to harness and reap the rewards of some of the most exciting children's entertainment in the world. Kahn is a pioneer in identifying trends in Japanese popular culture and adapting them to a global audience, which has led to many successes for the Company, including *Pokémon* and *Yu-Gi-Oh!*

A licensing and merchandising veteran with a strong retail background, Kahn was previously Executive Vice President of Marketing for Coleco Toys, where he is best known for acquiring the license and then mapping out the marketing strategy for the Cabbage Patch Kids. Kahn received his bachelor's degree from C.W. Post College.

In 2002, Kahn founded his foundation the National Law Enforcement and Firefighters Children's Foundation to carry out his dream of helping the children of law enforcement personnel and firefighters and funding programs, such as anti-drug and anti-violence programs, created by law enforcement personnel and firefighting organizations to educate all children.

As President of 4Kids Productions, **NORMAN GROSSFELD** (Executive Producer) is responsible for creative and business activities for the FOX BOX, a four-hour block of children's programming airing on Saturday mornings on the Fox network.

Grossfeld served as producer and co-writer of the U.S. (English language) version of the *Pokémon* movies, and is the executive producer of the *Pokémon* television series. He is also executive producer of the hit *Yu-Gi-Oh!* animated series and the all-new *Teenage Mutant Ninja Turtles* series.

In 1996, Grossfeld won the International Olympic Committee's highest honor, the Golden Rings, for his direction on behalf of 4Kids Productions of the live sports coverage of the 1996 Olympic Games.

Grossfeld joined 4Kids Entertainment in 1994 after spending two years as President of Gold Coast Television Entertainment. Prior to that, he served as coordinating director for NBC Sports from 1991 through 1992 and as producer/director for Television Programming Enterprises from 1988 to 1991.

Grossfeld broke new ground in reality television with NBC's Emmy Award-winning *InSport*, a show hosted by Ahmad Rashad that set the stage for sports magazine series now on the air. Grossfeld has also produced, written and/or directed a variety of programs, including *Lifestyles of the Rich and Famous*.

As the Producer and Script Adaptation Editor of the hit animated television series *Yu-Gi-Oh!* **MICHAEL PECORIELLO** (Producer/Writer) is responsible for overseeing all aspects of the show's production, including script adaptations, casting, voice-over recording, sound design and music composition.

Pecoriello joined 4Kids Productions in 2001 and has produced over fifty hours of *Yu-Gi-Oh!*, beginning with the show's second season.

Prior to joining 4Kids Productions, Pecoriello served as a Producer/Writer at the Walt Disney Internet Group from 2000 through 2001, where he launched and produced a weekly news website for kids. Before that he served as a Producer/Writer for Nickelodeon from 1997 through 2000, where he helped launch the first 24-hour educational network for kids.

Pecoriello graduated from Syracuse University's Newhouse School of Public Communications in 1996 with a B.S. in Television, Radio and Film Production.

KATIA MILANI (Producer) took on overall responsibility to ensure the highest cinematic standards were applied to all aspects of the production on *Yu-Gi-Oh! The Movie*. She brought much experience to this role, having previously earned Production and Post-production credits in all of the *Pokémon* movies for Warner Bros. Pictures and Miramax.

Milani began her career in Brazil as an actress and dancer, before moving to New York in 1990 to enter the movie business. After teaching Film Studies at New York University she co-founded Post Production Playground where she acted as Post Production Supervisor for many movies, including *The Cider House Rules*. She was also Executive Producer of *Shadow Magic*.

In addition to her film work, Milani was Production Executive for the *Cubix* television series for 4Kids Productions/Kids WB!, and is a co-owner of The Broadway Screening Room.

As Producer, Story Editor and Chief Turtle Wrangler on the seriously butt-kicking all-new animated adventures of the *Teenage Mutant Ninja Turtles*, **LLOYD GOLDFINE** (Producer) is the closest thing to a ninja 4Kids productions has (and that's really pretty sad). When he's not busy overseeing all aspects of production on Turtles, Goldfine finds time to oversee all aspects of production on the flash-animated *Incredible Crash Dummies*.

In his first act of overseeing all aspects of anything for 4Kids, Goldfine developed, wrote the American adaptation and produced the first season of the hit animated series *Yu-Gi-Oh!*

Prior to joining 4Kids Productions in 2001, Goldfine worked as writer, producer, and director in film, television and advertising. He served as Creative Director for Sunbow Productions, developing such properties as *G.I. Joe* and *Transformers*. In advertising, Goldfine served as Senior Vice President Group Creative Director at Griffin Bacal Inc. before starting his own small kid-directed agency, BiG dUMMY.

In addition to producing, shooting and editing various short subject documentary and narrative films, Goldfine also produced, developed and served as cinematographer on the feature film *Jumpin' At the Boneyard* starring Tim Roth and Samuel L. Jackson, executive produced by Lawrence Kasdan.