



****Media Advisory: Wednesday, May 5, 2010****

Get Your Advance Tickets First for *Shrek Forever After* at Cineplex Entertainment

Advance tickets available Friday, May 7th at www.cineplex.com

WHAT: Cineplex Entertainment will begin selling advance tickets for the IMAX[®] 3D and digital 3D presentations of DreamWorks Animation's *Shrek Forever After* on Friday, May 7th. The movie opens in wide release on Friday, May 21, 2010. Advance tickets can be purchased online with no service fees via www.cineplex.com using Cineplex's convenient *Print Skip Scan* service as well as at participating Cineplex Entertainment theatre box offices.

Using *Print Skip Scan* enables you to print your ticket at home, skip past the box office line and scan your ticket at the door.

About *Shrek Forever After*

After challenging an evil dragon, rescuing a beautiful princess and saving your in-laws' kingdom, what's an ogre to do? Well, if you're Shrek, you suddenly wind up a domesticated family man. Instead of scaring villagers away like he used to, a reluctant Shrek now agrees to autograph pitch forks. What's happened to this ogre's roar? Longing for the days when he felt like a "real ogre," Shrek is duped into signing a pack with the smooth-talking dealmaker, Rumpelstiltskin. Shrek suddenly finds himself in a twisted, alternate version of *Far Far Away*, where ogres are hunted, Rumpelstiltskin is king and Shrek and Fiona have never met. Now, it's up to Shrek to undo all he's done in the hopes of saving his friends, restoring his world and reclaiming his one True Love.

WHERE: Participating Cineplex Entertainment theatres across the country

WHEN: Tickets on sale Friday, May 7, 2010 for IMAX[®] 3D and digital 3D presentations

For more information, showtimes and locations, visit www.cineplex.com.

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