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**DREAMWORKS ANIMATION'S *SHREK FOREVER AFTER*: AN IMAX 3D EXPERIENCE
TO OPEN ON FRIDAY, MAY 21 AT TROPICANA CASINO & RESORT**

Experience The Final Chapter In IMAX® 3D

(Atlantic City, NJ) May 19, 2010 – On Friday, May 21 moviegoers and ogres alike will prepare to journey to Far Far Away when DreamWorks Animation SKG, Inc.'s (Nasdaq: DWA) *Shrek Forever After* opens at the IMAX Theater at Tropicana Casino & Resort. Audiences of all ages can experience the highly anticipated final chapter of the Shrek story in IMAX 3D – the world's most immersive movie experience. Digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience® through proprietary IMAX DMR® technology, *Shrek Forever After: An IMAX 3D Experience* will debut concurrently with the worldwide theatrical release. With crystal clear images, laser-aligned digital sound and maximized field of view, IMAX puts you IN the movie.

“In addition to making the ultimate final chapter of the series, we also enjoyed the challenges and rewards of producing *Shrek Forever After* in 3D, which adds an awesome level of visual immersion that has never before been applied to a Shrek film,” said Mike Mitchell, Director of *Shrek Forever After*. “Aside from the thrilling roller-coaster ride aspect, like the scene in which Shrek is being chased by a band of evil witches on broomsticks, we also used 3D as a powerful storytelling device to convey the characters’ deepest emotions... and nowhere are these kinds of experiences more engaging and exciting than on huge, IMAX 3D screens.”

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 pact 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.

DreamWorks Animation presents *Shrek Forever After* starring Mike Myers, Eddie Murphy, Cameron Diaz and Antonio Banderas. The film is directed by Mike Mitchell and produced by Gina Shay and Teresa Cheng. Executive producers are Andrew Adamson, Aron Warner and John Williams. The screenplay was written by Josh Klausner and Darren Lemke.

Shrek Forever After will be distributed by Paramount Pictures. This film has been rated PG for mild action, some rude humor and brief language.

Shrek Forever After will be showing at Tropicana May 21 through June 17, and tickets are priced at \$15. For a complete listing of show times please visit www.tropicana.net. Tropicana offers special

birthday packages featuring one ticket to the movie, a small soda and popcorn for each person. Birthday packages must be a minimum of 15 people and do not include any taxes or gratuity. Reservations must be made through the IMAX sales office by calling 609.340.4045.

www.shrekforeverafter.com

About Tropicana Casino & Resort

The Tropicana Casino & Resort is a 24-hour gaming destination located on the beach and Boardwalk. Featuring more than 2,100 rooms and suites and home of The Quarter, a 200,000 square foot entertainment complex, Tropicana is the premier resort in Atlantic City. With more than 20 restaurants, 20 shops, 13 bars and lounges, 2 pools, an IMAX Theatre and a spa, Tropicana is consistently rated as the “Must-See Attraction” in Atlantic City. For more information, visit the new official Web site at www.tropicana.net and check out our new energy at www.tropicana.net/newenergy.

For more exclusive discounts, current information, pictures, and video, be sure to check out the Tropicana on the Web at www.facebook.com/TropAC or follow us on Twitter <http://twitter.com/TropicanaAC>.

About DreamWorks Animation

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series, live entertainment properties and online virtual worlds, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the “100 Best Companies to Work For” by FORTUNE® Magazine for two consecutive years. In 2010, DreamWorks Animation ranks #6 on the list. All of DreamWorks Animation’s feature films are now being produced in 3D. The Company has theatrically released a total of 19 animated feature films, including the franchise properties of *Shrek*, *Madagascar*, *Kung Fu Panda* and *How to Train Your Dragon*. DreamWorks Animation’s upcoming feature film releases for 2010 are *Shrek Forever After* and *Megamind*.

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