



## Return to Far Far Away in Activision's Shrek Forever After Video Game Now on Store Shelves

SANTA MONICA, Calif., May 19, 2010 /PRNewswire via COMTEX News Network/ -- [Activision Publishing, Inc.](#) (Nasdaq: ATVI) announced the availability of the **Shrek Forever After(TM)** video game, which is based on the highly anticipated *Shrek(R)* feature film from DreamWorks Animation SKG, Inc. (Nasdaq: DWA). Out on store shelves now, gamers can team up with friends in the ultimate *Shrek* game, working together to conquer that crafty Rumpelstiltskin.

"The **Shrek Forever After** video game offers fans an expanded look at the final chapter in one of the most beloved animated franchises of all time," said David Pokress, head of marketing for licensed properties, Activision Publishing, Inc. "The game offers a fun-filled social and collaborative experience which will allow families to come together again and again to share the excitement."

Players will take on the role of Shrek, Fiona, Donkey or Puss In Boots to out-smart, out-fight and out-play the devious Rumpelstiltskin and his army of bad guys. Gamers will team up by using their characters' unique skills and special abilities to progress through the game's fun and challenging puzzles. Throughout the adventure, gamers can use the Magic Mirror to travel between Shrek's normal world and his alternate reality for double the fun. Each world features secret areas that can be unlocked as players gain new moves and abilities keeping them coming back for more. The action reaches all new heights in the final showdown where the team goes head-to-head with Rumpelstiltskin to help Shrek save his friends and restore his world.

**Shrek Forever After** was developed for the console and Windows PC platforms by XPEC and for Nintendo DS by Griptonite.

The game is available for the Xbox 360(R) video game and entertainment system from Microsoft, Wii and the PlayStation(R)3 computer entertainment system for a suggested retail price of \$49.99 and Nintendo DS for the suggested retail price of \$29.99 and Windows PC for a suggested retail price of \$19.99. The console and Windows PC versions have been rated "E10+" (Cartoon Violence, Comic Mischievous, Mild Lyrics) and the handheld game has been rated "E" by the ESRB.

For more information on the **Shrek Forever After** video game, please visit [www.ShrekTheGame.com](http://www.ShrekTheGame.com).

### About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

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