



SHREK'S ADVENTURE! LONDON EXCLUSIVE CHRISTMAS GIFTS TAKE THE ADVENTURE FAR FAR AWAY WITH YOU

A world first attraction, Shrek's Adventure! London has been delighting and enthralling families of all ages since doors opened in July. Alongside the new immersive and interactive storytelling experience, which plunges children and adults alike into the hilarious world of Shrek, Donkey and their DreamWorks pals, is the gift shop, where this Christmas successful adventurers can take home EXCLUSIVE DreamWorks cuddly toys, games, stocking fillers - their very own piece of Far Far Away...

Stocking fillers

Become the characters of Far Far Away yourself with this selection of wearable ears – great as stocking fillers for your own little ogres. Choose from Shrek, Fiona or Donkey and get practicing your ogre roar. They even light up!



*Light up Shrek, Fiona and Donkey ears - £9.50 each**

Enjoy an ogre-sized cup of tea

If you enjoyed your visit to Shrek's Adventure! London's very own Poison Apple Pub, why not purchase one of these drinkware items. Enjoy your swamp juice in a decadent pewter goblet; an ogre-sized cup of tea in a Shrek mug; stay hydrated with a Donkey cup complete with Donkey ears or grab a unique souvenir Shrek leather tankard.



Shrek leather tankard - £28
Donkey ears cup - £8*
Shrek ears character mug - £10*
Shrek pewter goblet -£30**

Cuddly toys

Bring the fairytale home, with a cuddly toy of your favourite character. Shrek, Donkey and Puss in Boots are all ready for their next adventure, or how about a cuddly Gingy complete with gum-drop buttons? He is too good to eat! You can even buy a trio of ogre babies to look after yourself.

For fans of *How To Train Your Dragon* there's also Hiccup and Astrid, or how about training your own dragon with an adorable Toothless?



Shrek, Donkey, Gingy and Puss in Boots (60cm) - £35 each



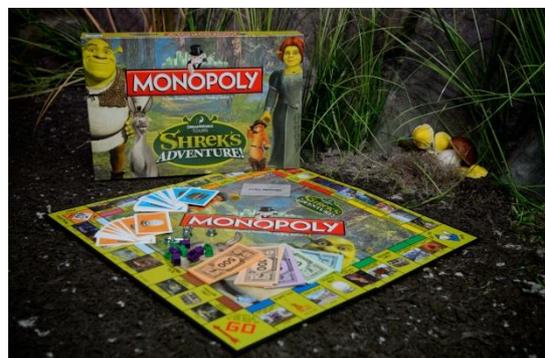
*Shrek babies in blankets - £16 each**



*Astrid, Toothless and Hiccup - £20 each**

Family fun

There's fun for all the family with an exclusive Shrek's Adventure! London Monopoly. Enter the world of Far Far Away's real estate as the classic board game is given a fairytale transformation and trade your way to the top with familiar locations such as Shrek's swamp, Fiona's tower and the Three Little Pigs' house.



*Shrek's Adventure! London Monopoly - £35**

Transform into a dragon

Little monsters can also transform into dragons with these Toothless and Nadder costume sets with their very own tail and set of wings. But beware – you'll have to train these ones yourselves!



Toothless tail, hat and wings costume - £35 for set
Nadder tail and wings costume - £35 for set*

**Exclusive items that can't be purchased anywhere else*

Nowhere else can you find some of these magically unique gifts to treat family and friends to this Christmas - visit the gift shop separately or as the grand finale to Shrek's Adventure! London, the newest attraction on the South Bank.

Tickets to Shrek's Adventure! London start from £23.40 for adults and £18.72 for children when booked online at www.shreksadventure.com

The attraction is located next to the Coca Cola London Eye and open seven days a week – opening times vary, check the website for details before visiting.

-Ends-

For further information please contact the Shrek's Adventure! London press office on 0870 443 6001 or SAL.PressOffice@merlinentertainments.biz

Notes to Editors

MERLIN ENTERTAINMENTS plc

MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 109 attractions, 12 hotels/4 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and c26,000 employees (peak season).

Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.

DreamWorks Animation

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series and live entertainment properties, 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 five consecutive years. In 2013, DreamWorks Animation ranked #12 on the list. All of DreamWorks Animation's feature films are produced

in 3D. The Company has theatrically released a total of 30 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon, Puss In Boots and The Croods.