

# The Most Exciting Blockbuster Events in 2010!



DREAMWORKS  
**SHREK**  
FOREVER AFTER.

Disney · PIXAR  
**TOY**  
STORY  
**3**

## Iron Man 2 - May 7, 2010



- Iron Man was initially a supporting superhero but his popularity grew to such an extent that it consistently ranks among Marvel's bestselling titles
- The animated *Iron Man Armored Adventures* debuted as the most watched series premiere ever on Nicktoons
- Iron Man's popularity has been intensified by the release of the first Iron Man movie in 2008 which had the 4<sup>th</sup> biggest opening for a superhero movie, the 13<sup>th</sup> biggest overall opening day and became the 1st movie of 2008 to pass \$300 million at the domestic box office
- The excitement for all things Iron Man continues with **Iron Man 2** in theaters **May 7, 2010**
- As one of the most anticipated sequels, the superhero hype has begun and will continue throughout the year with the support of a global marketing campaign by Marvel
- For more information check out [www.marvel.com](http://www.marvel.com) & <http://ironmanmovie.marvel.com> (coming in 2010). A sneak peek is available at <http://iron-man-2-trailer.blogspot.com>



## Shrek Forever After – May 21, 2010

- The “Shrek Effect” began after the extremely successful *Shrek* movie released in 2001 which was recently named as one of the Top 10 classics by the American Film Institute, ranks #3 on Bravo’s 100 Funniest Movies and holds the #2 spot of the list of 100 Greatest Family Films
- Since 2001, the “Shrek Effect” continued with 2 more movies and a smash Shrek franchise that extends to music CD’s, video games, theme park rides, musicals, character toys, décor, gifts, books and much more
- The amazing effect of Shrek will happen again this spring with the release of the 4th and final movie *Shrek Forever After* in 3D coming to theaters **May 21, 2010**
- All that was loved about Shrek in the first film is brought to this final film creating yet another out break of the “Shrek Effect” among consumers
- To learn more visit [www.shrek.com](http://www.shrek.com) and <http://www.shrekforeverafter.com/>





## Toy Story 3 June 18, 2010

- 4 out of 5 kids age 3-8 have seen Toy Story
- Toy Story has nearly a 100% awareness with Moms of kids who rank it among the Top 10 Favorite Movies
- This summer, in Toy Story 3, the gang is back in an all new 3D adventure
- The creators will re-open the toy box and bring moviegoers back to the delightful world of our favorite gang of toy characters as they embark on an all new comedic adventure
- Not only does everything Toy Story remain among highest ranking licensed character toys, the anticipation of the movie has created a new level of excitement that will catapult the popularity of these characters to infinity and beyond
- The Toy Story Mania has already begun! Are you ready? See the trailer <http://disney.go.com/ToyStory>