

**HOLLYWOOD.COM BOX-OFFICE - WEEKEND BOX-OFFICE FIGURES - ACTUALS**

WEEKEND RANK	TITLE	DISTRIBUTOR	WEEKEND F-S-S	THEATRES	PER-THEATRE AVERAGE	%CHG	DOMESTIC TOTAL	WEEK	CHANGE IN THEATRES	MPAA RATING	LAST WEEK'S RANK
1	COWBOYS & ALIENS - Breaks the tie, only \$819,653 difference between number 1 and number 2 film.	UNIVERSAL	\$36,431,290	3750	\$9,715	-	\$36,431,290	1	-	PG-13	-
2	SMURFS, THE (3D ANIMATED)- A much bigger-than-expected debut for the little blue guys!	SONY ANIMATION/COL	\$35,611,637	3395	\$10,489	-	\$35,611,637	1	-	PG	-
3	CAPTAIN AMERICA: THE FIRST AVENGER	PARAMOUNT	\$25,554,303	3715	\$6,879	-61%	\$117,421,571	2	0	PG-13	1
4	HARRY POTTER AND THE DEATHLY HALLOWS PART II (3-D) - Crossed the \$300M mark domestically on SAT. after just 16 days of release. Now has highest domestic gross of the franchise and first to cross \$1B WW on Sunday after just 17 days in release, ties "Avatar" and its record sprint!	WARNER BROS.	\$21,977,093	4145	\$5,302	-54%	\$318,511,602	3	-230	PG-13	2
5	CRAZY, STUPID, LOVE.	WARNER BROS.	\$19,104,303	3020	\$6,326	-	\$19,104,303	1	-	PG-13	-
6	FRIENDS WITH BENEFITS	SONY/SCREEN GEMS	\$9,275,692	2926	\$3,170	-50%	\$38,175,973	2	0	R	3
7	HORRIBLE BOSSES	WARNER BROS.	\$7,189,365	2510	\$2,864	-40%	\$96,290,917	4	-594	R	5
8	TRANSFORMERS: DARK OF THE MOON (3-D)	PARAMOUNT	\$6,086,311	2604	\$2,337	-49%	\$338,007,725	5	-771	PG-13	4
9	ZOOKEEPER	SONY	\$4,301,893	2418	\$1,779	-51%	\$68,832,733	4	-797	PG	6
10	CARS 2 (3-D ANIMATION) - Int'l Wknd. \$30M, Global cume \$400.1M	DISNEY/PIXAR	\$2,349,142	1763	\$1,332	-58%	\$182,118,690	6	-905	G	7
11	WINNIE THE POOH (ANIMATED)	DISNEY	\$1,777,625	1632	\$1,089	-66%	\$22,435,490	3	-773	G	8
12	MIDNIGHT IN PARIS	SPC	\$1,156,947	471	\$2,456	-36%	\$46,851,966	11	-150	PG-13	10
13	BRIDESMAIDS	UNIVERSAL	\$859,095	484	\$1,775	-35%	\$165,457,080	12	-196	R	11
14	BAD TEACHER	SONY/COLUMBIA	\$842,740	765	\$1,102	-68%	\$96,718,147	6	-1269	R	9
15	KUNG FU PANDA 2 (3-D)	PARAMOUNT	\$662,153	319	\$2,076	109%	\$161,681,667	10	69	PG	22
16	MR. POPPER'S PENGUINS	FOX	\$467,542	412	\$1,135	-50%	\$64,625,469	7	-179	PG	13
17	THE HANGOVER PART II	WARNER BROS.	\$399,026	345	\$1,157	34%	\$253,027,043	10	70	R	25
18	SARAH'S KEY	WEINSTEIN CO.	\$366,690	33	\$11,112	217%	\$536,650	2	28	PG-13	37
19	ZINDAGI NA MILEGI DOBARA	EROS INT'L	\$348,092	100	\$3,481	-48%	\$2,562,458	3	0	NR	15

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20	TREE OF LIFE, THE	FOX SEARCHLIGHT	\$332,997	196	\$1,699	-40%	\$11,685,371	10	-34	PG-13	16
<b>FILMS OPENING OUTSIDE OF THE TOP 20</b>											
33	ATTACK THE BLOCK	SONY	\$137,580	8	\$17,198	-	\$137,580	1	-	R	-
39	DEVIL'S DOUBLE, THE	LIONSGATE	\$96,414	5	\$19,283	-	\$96,414	1	-	R	-
40	GUARD, THE	SPC	\$76,834	4	\$19,209	-	\$76,834	1	-	R	-
46	LIFE IN A DAY (DOC.)	NAT'L GEOGRAPHIC EN	\$45,202	11	\$4,109	-	\$45,202	1	-	PG-13	-
47	POINT BLANK	MAGNOLIA	\$41,031	6	\$6,839	-	\$41,031	1	-	R	-
52	FUTURE, THE	ROADSIDE ATTRACTIO	\$27,137	1	\$27,137	-	\$27,137	1	-	R	-
77	GOOD NEIGHBOURS	MAGNOLIA	\$2,953	3	\$984	-	\$2,953	1	-	R	-

BOX-OFFICE - WEEKEND BEGINNING JULY 29, 2011 - WEEKEND NUMBER 30

	F-S-S COMPS	COWBOYS DAILIES	SMURFS DAILIES
THE TOP 12 FILMS THIS WEEKEND GROSSED:	\$170,815,601	Fri, 7/29/11 \$13,087,485	\$13,260,814
LAST YEAR'S TOP 12 FILMS GROSSED:	\$136,057,720	Sat, 7/30/11 \$13,181,250	\$12,610,312
TOP 12 THIS WEEKEND VS. SAME WEEKEND LAST YEAR:	25.55%	Sun, 7/31/11 \$10,162,555	\$9,740,511
THE TOP 12 FILMS LAST WEEKEND GROSSED:	\$181,319,945	<b>TOTAL \$36,431,290</b>	<b>\$35,611,637</b>
TOP 12 THIS WEEKEND VS. LAST WEEKEND:	-5.79%		
THIS WEEKEND ALL FILMS REPORTED WILL GROSS:	\$179,486,318		
ALL FILMS SAME WEEKEND LAST YEAR GROSSED:	\$144,910,639		
ALL FILMS THIS WEEKEND VS. SAME WEEKEND LAST YEAR:	23.86%		

YEAR-TO-DATE STATISTICS - WEEKEND 30
From Sat. January 1 '11 through Sun. July 31, '11
<b>YTD REVENUES 2011 - \$6,419,050,000</b>
<b>YTD REVENUES 2010 - \$6,796,579,690</b>
<b>REVENUE DOWN: 5.55%</b>
<b>ATTENDANCE DOWN: 6.50%</b>

This is the third "Up" weekend after two "Down" weekends after one "Up" weekend after two "down" weekends vs. last year at the box -office.

SAME WEEKEND LAST YEAR

HOLLYWOOD.COM BOX-OFFICE - WEEKEND START DATE OF FRIDAY, JULY 30 THROUGH AUGUST 1, 2010											
WEEKEND RANK	TITLE	DISTRIBUTOR	WEEKEND F-S-S	THEATRES	PER-THEATRE AVERAGE	%CHG	DOMESTIC TOTAL	WEEK	MPAA RATING		
1	INCEPTION	WARNER BROS.	\$27,485,245	3545	\$7,753	-36%	\$193,313,741	3	PG-13		
2	DINNER FOR SCHMUCKS	PARAMOUNT	\$23,527,839	2911	\$8,082	-	\$23,527,839	1	PG-13		
3	SALT	SONY/COLUMBIA	\$19,471,355	3612	\$5,391	-46%	\$71,033,711	2	PG-13		
4	DESPICABLE ME	UNIVERSAL	\$15,524,230	3602	\$4,310	-34%	\$190,330,425	4	PG		
5	CHARLIE ST. CLOUD	UNIVERSAL	\$12,381,585	2718	\$4,555	-	\$12,381,585	1	PG-13		

OPENING WIDE FRIDAY AUGUST 5, 2011 - "THE CHANGE-UP" (UNIVERSAL), "RISE OF THE PLANET OF THE APES" (FOX)