

## HOLLYWOOD.COM BOX-OFFICE - WEEKEND BOX-OFFICE FIGURES - ESTIMATES

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	REAL STEEL - \$3.2 million in IMAX or a healthy 12% of the weekend gross. A record for the big screen company for a Sept./Oct. release. Int'l gross \$22.1M/Global cume \$49.4M. CinemaScore with those under 25 was A+.	DISNEY	\$27,300,000	3440	\$7,936	-	\$27,300,000	1	-	PG-13	-
2	THE IDES OF MARCH - A solid opening for this adult drama which had a 23% uptick on Saturday indicating solid word-of-mouth	SONY/COLUMBIA	\$10,400,000	2199	\$4,729	-	\$10,400,000	1	-	R	-
3	DOLPHIN TALE (3-D) - The film continues to show strength with family audiences and only a 34% third weekend drop.	WARNER BROS.	\$9,160,000	3478	\$2,634	-34%	\$49,070,000	3	-37	PG	1
4	MONEYBALL - Still going strong with a modest third weekend drop.	SONY/COLUMBIA	\$7,500,000	3018	\$2,485	-38%	\$49,253,000	3	25	PG-13	2
5	50/50 - A respectable second weekend drop shows solid audience response.	SUMMIT	\$5,500,000	2479	\$2,219	-36%	\$17,330,372	2	21	R	5
6	COURAGEOUS	SONY/TRISTAR	\$4,600,000	1161	\$3,962	-49%	\$15,892,000	2	0	PG-13	4
7	LION KING, THE (3-D) global cume at \$114.1M for this 3-D re-release.	DISNEY	\$4,552,000	2267	\$2,008	-57%	\$85,962,000	4	-73	G	3
8	DREAM HOUSE	UNIVERSAL	\$4,462,200	2664	\$1,675	-46%	\$14,454,165	2	3	PG-13	6
9	WHAT'S YOUR NUMBER?	FOX	\$3,050,000	3011	\$1,013	-44%	\$10,306,018	2	9	R	8
10	ABDUCTION	LIONSGATE	\$2,900,000	2591	\$1,119	-48%	\$23,369,142	3	-527	PG-13	7
11	CONTAGION	WARNER BROS.	\$2,845,000	2250	\$1,264	-42%	\$68,929,000	5	-494	PG-13	10
12	KILLER ELITE	OPEN ROAD FILMS	\$2,100,000	2411	\$871	-57%	\$21,545,567	3	-575	R	9
	THE HELP	DISNEY	\$2,005,000	2064	\$971	-34%	\$162,712,000	9	-441	PG-13	12
	DRIVE	FILM DISTRICT	\$1,812,327	1330	\$1,363	-45%	\$30,077,649	4	-644	R	11
	KEVIN HART: LAUGH AT MY PAIN	CODE BLACK ENT.	\$436,366	248	\$1,760	-41%	\$6,898,303	5	-26	R	13
	CAPTAIN AMERICA: THE FIRST AVENGER	PARAMOUNT	\$315,000	303	\$1,040	-28%	\$175,809,000	12	-47	PG-13	18
	RISE OF THE PLANET OF THE APES	FOX	\$290,000	379	\$765	-46%	\$174,931,912	10	-212	PG-13	15
	DEBT, THE	FOCUS	\$238,771	358	\$667	-62%	\$30,513,704	6	-245	R	14
	WARRIOR	LIONSGATE	\$180,000	319	\$564	-61%	\$13,437,101	5	-388	PG-13	17
	MIDNIGHT IN PARIS	SPC	\$159,924	119	\$1,344	-11%	\$54,935,685	21	-21	PG-13	31
	SPY KIDS 4: ALL THE TIME IN THE WORLD (3-D)	WEINSTEIN CO.	\$156,000	365	\$427	-57%	\$37,761,000	8	-345	PG	24

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	COWBOYS & ALIENS	UNIVERSAL	\$144,200	206	\$700	-23%	\$99,765,581	11	-35	PG-13	30
	GUARD, THE	SPC	\$132,420	124	\$1,068	-32%	\$4,660,091	11	-33	NR	29
	MACHINE GUN PREACHER	RELATIVITY MEDIA	\$113,000	93	\$1,215	33%	\$291,632	3	60	R	39
	I DON'T KNOW HOW SHE DOES IT	WEINSTEIN CO.	\$93,000	240	\$388	-77%	\$9,480,000	4	-505	PG-13	21
	TRANSFORMERS: DARK OF THE MOON (3-D)	PARAMOUNT	\$85,000	143	\$594	-58%	\$352,361,000	15	-65	PG-13	28
	TAKE SHELTER	SPC	\$55,634	1	\$55,634	7%	\$129,855	2	-2	R	45
	SARAH'S KEY	WEINSTEIN CO.	\$54,000	113	\$478	-51%	\$6,878,000	12	-26	PG-13	36
	1911	VARIANCE	\$51,000	33	\$1,545	-	\$51,000	1	-	R	-
	OUR IDIOT BROTHER	WEINSTEIN CO.	\$30,000	67	\$448	-53%	\$24,659,000	7	-69	R	42
	DIRTY GIRL	WEINSTEIN CO.	\$17,500	9	\$1,944	-	\$17,500	1	-	R	-
	APOLLO 18	WEINSTEIN CO.	\$15,000	46	\$326	-71%	\$17,518,000	6	-68	PG-13	44
	MARGARET	FOX SEARCHLIGHT	\$12,834	14	\$917	71%	\$24,655	2	12	R	77

## BOX-OFFICE - WEEKEND BEGINNING OCTOBER 7, 2011 - WEEKEND NUMBER 40

	F-S-S COMPS	REAL STEEL DAILIES
THE TOP 12 FILMS THIS WEEKEND GROSSED:	\$84,369,200	Fri, 9/30/11 <b>\$8,550,000</b>
LAST YEAR'S TOP 12 FILMS GROSSED:	\$81,341,124	Sat, 10/1/11 <b>\$10,850,000</b>
TOP 12 THIS WEEKEND VS. SAME WEEKEND LAST YEAR:	3.72%	Sun, 10/2/11 <b>\$7,900,000</b>
THE TOP 12 FILMS LAST WEEKEND GROSSED:	\$89,635,507	<b>WKND. TOTAL \$27,300,000</b>
TOP 12 THIS WEEKEND VS. LAST WEEKEND:	-5.88%	
THIS WEEKEND ALL FILMS REPORTED WILL GROSS:	\$94,000,000	
ALL FILMS SAME WEEKEND LAST YEAR GROSSED:	\$93,255,277	
ALL FILMS THIS WEEKEND VS. SAME WEEKEND LAST YEAR:	0.80%	

## YEAR-TO-DATE STATISTICS - WEEKEND 40

From Sat. January 1 '11 through Sun. Oct. 9, '11  
**YTD REVENUES 2011 - \$8,107,800,000**  
**YTD REVENUES 2010 - \$8,389,706,788**  
**REVENUE DOWN: 3.36%**  
**ATTENDANCE DOWN: 5.40%**

## SAME WEEKEND LAST YEAR

## HOLLYWOOD.COM BOX-OFFICE - WEEKEND START DATE OF FRIDAY, OCTOBER 8 THROUGH OCTOBER 10, 2010

WEEKEND RANK	TITLE	DISTRIBUTOR	WEEKEND F-S-S	THEATRES	PER-THEATRE AVERAGE	%CHG	DOMESTIC TOTAL	WEEK	MPAA RATING
1	THE SOCIAL NETWORK	SONY	\$15,451,991	2771	\$5,576	-31%	\$46,021,161	2	PG-13
2	LIFE AS WE KNOW IT	WARNER BROS.	\$14,506,464	3150	\$4,605	-	\$14,506,464	1	PG-13
3	SECRETARIAT	DISNEY	\$12,694,770	3072	\$4,132	-	\$12,694,770	1	PG
4	LEGEND OF THE GUARDIANS: THE OWLS OF GA'HOOLE	WARNER BROS.	\$6,888,019	3225	\$2,136	-37%	\$39,273,984	3	PG
5	MY SOUL TO TAKE (3-D)	UNIVERSAL	\$6,842,220	2572	\$2,660	-	\$6,842,220	1	R

OPENING WIDE FRIDAY OCTOBER 14, 2011: "THE BIG YEAR" (FOX), "FOOTLOOSE" (PARAMOUNT), "THE THING" (UNIVERSAL)