

COMUNICATO STAMPA

**“COM'E' BELLO FAR L'AMORE”
THE ST VALENTINE'S FILM
CLEANS UP AT THE BOX OFFICE**

**Another outstanding hit for Fausto Brizzi:
€2.5 million in receipts and the number one slot on box office list**

The 2 and 3D laughs of “*Com'è bello far l'amore*” have filled Italian cinemas, proving resistant to the very cold weather that affected the entire country over the last weekend. An excellent result for the amusing “three-dimensional” comedy by Fausto Brizzi, distributed in 600 copies by Medusa that produced the film in cooperation with Wildside. Three days of growing success which enabled the film to generate almost €2.5 million (€2,470,078) at the box office, an average of €4,463 per copy: putting the film at the top position in terms of audience and average per copy in the list. Despite a generalised downturn in box office takings due to the adverse weather conditions, this further confirmation of Brizzi's special feeling for what the Italian audience wants has once again been rewarded by formidable figures.

We would also underline the ongoing success of “*Benvenuti al Nord*” which, four weeks from its release, has taken an additional €1 million at the box office (€1,004,616), making a total of €26 million (€25,690,132) and further consolidating its position as the year's most popular film.

Rome, 13 February 2012

Medusa Film Press Office