

PRESS RELEASE

"BENVENUTI AL NORD" SMASH: 12.5 MILLION TICKETS SOLD IN JUST 5 DAYS

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A smash hit. This is the only way to describe the results of the first 5 days following the release in cinemas of "Benvenuti al Nord", 800 copies of which were distributed by Medusa Film - that also produced the film along with Cattleya. Five outstanding days that will re-write the history of the Italian box office and shatters previous records held by colossal such as Harry Potter, the Twilight saga and "Avatar". Impressive figures, to say the least: box office takings of EUR 12.5 million (EUR 12,210,611) in the first 120 hours of screenings, with average takings per copy of EUR 12,000 (EUR 11,718) and almost 2 million tickets sold (1,835,574). After the extraordinary takings of Wednesday and Thursday, this irresistible Italian comedy, directed by Luca Miniero and starring two leading comedians Claudio Bisio and Alessandro Siani, went on to witness a breath-taking escalation. EUR 1.6 million in ticket sales on Friday, EUR 3.5 on Saturday and, finally, EUR 4.4 million on Sunday. In other words, one of the biggest daily takings in the history of Italian cinema. A case-history weekend that brought the film and additional EUR 10 million (EUR 9,853,057), making it the fifth biggest grossing film of the season.

After the now legendary success of Zalone with "Che bella giornata" in its first five days after release (EUR 18 million), that of "Benvenuti al Nord" is the highest takings ever achieved by a film in Italy over the long weekend (Wednesday-Sunday). An epoch making result that sees Medusa in the two top spots in the list of box office hits.

We would also underline the on-going success of "Immaturo-Il viaggio" which took an additional EUR 892,000 (EUR 892,213), making a provisional total of EUR 11 million (EUR 10,716,172) and "La talpa" which confirmed the unanimous consent of the audience reaching takings of EUR 2 million (EUR 2,081,869).

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Medusa Film Press Office