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PRESS RELEASE

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**"BENVENUTI AL NORD"  
THE MOST SEEN FILM OF THE YEAR**

**The comedy by Miniero is unrivalled:  
EUR 21 million, to top grossing film of the season**

The phenomenon of "Benvenuti al Nord" continues to outperform all the competition and break records. In the secondo weekend of release, a second extraordinary result. The numbers: EUR 5,417,435 making a total of EUR 21 million (EUR 20,873,036) and 3,200,000 tickets sold (3,215.555). Exceptional figures that have led the highly amusing comedy directed by Luca Miniero to achieving - also in terms of average takings per copy (EUR 6,789) among all the releases of the weekend (including the colossal "Mission Impossible: Protocollo fantasma") and extraordinary record. In fact, in less than two weeks since its release, "Benvenuti al Nord" has already become the top box office hit of the year, outperforming by two and a half million euros "Sherlock Holmes-Gioco di ombre" (18,571,188). An excellent result for a sequel that is doing even better than the original and doubling its takings. In fact, "Benvenuti al Sud" after just ten days in cinemas had grossed just over EUR 11 million.

Also "Immaturo-Il viaggio" continues to generate ticket sales, now amounting to EUR 11.5 million (EUR 11,397,199), along with "La talpa" which reached EUR 2.5 million (EUR 2,518,043).

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**Medusa Film Press Office**