

**ANOTHER BOX OFFICE RECORD
FOR "QUASI AMICI" AND MEDUSA FILM****Top slot recovered a month from release with exceptional figures
and an unprecedented case history in the Italian box office**

Not only the surprise film of the year, but a cultural phenomenon of unimaginable proportions. "*Quasi Amici*", in its fourth weekend in Italian cinemas, has now finally overturned all predictions, beaten all the odds, rewritten box office recent history and more. Already this week we saw the overtaking of Verdone's "*Posti in piedi in Paradiso*" by the extraordinary French comedy at the weekday box office. Then, a weekend of fireworks. A word of mouth phenomenon that has continued to draw audiences enabling "*Quasi Amici*" to pull off the impossible. Beat the fierce competition of all new releases (including Ozpetek's "*Magnifica Presenza*" and the exorcisms of "*L'altra faccia del diavolo*," among others), once again jumping to first place in the rankings after a month of programming. An incredible rebound and has allowed the film, distributed by Medusa (another record) to pull in €1.5 million (1,447,969) with an incredible average of €3523 per copy. That means lower takings than the previous week of just 0.3% and total, though still provisional, takings of as much as €8 million (€7,853,917). Figures that are by any reckoning impressive.

At this point the days are numbered for the leadership of "*Il quinto elemento*" (the most popular French film of all time in Italy with record takings of €8,777,053 million).

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Medusa Film Press Release