

Star Wars Episode I The Phantom Menace ruled the mid-night screenings today beating out the likes of Rachel McAdams and Channing Tatum in The Vow and Denzel Washington and Ryan Reynolds in Safe House. The re-release of George Lucas' prequel in 3D took in 1.1 million dollars during its mid-night showing with The Vow coming in second at 770K and Safe House bringing in 550K. Star Wars has used a number of marketing tools in order to promote the re-release of Episode One including specialty 3D glasses that look like Anakin's pod racer goggles and also have Darth Mauls' likeness on them. They also have been giving away toys at the screenings as well. It looks as if it has paid off for Lucas and company with them coming away the winner at the mid-night showings. We will have to wait and see if the strategy pays off in the long run,

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