

Rupert Wyatt's latest film Rise Of The Planet Of The Apes starring James Franco, Freida Pinto and Andy Serkis playing Caesar, opened stronger than expected on Friday with \$19 million compared to yesterday's report of \$14 million. Now, since the film is getting good buzz from most of the critics, word of mouth should help its weekend gross. From Deadline: "The far better reviewed Apes is faring stronger with a very healthy \$19M Friday (including a low-key \$1.254M midnights in only 1,124 locations) for a projected \$50M weekend or even higher." Film had a reported budget of \$93 million, which is not a lot when you look at Thor and Green Lantern's budget, and almost every big film this year was playing in 3D. Rise Of The Planet Of The Apes is a 2D film, and usually 3D adds \$8-10M. As for Marvel's Captain America: The First Avenger...It's expected to collect another \$13M

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