

PRESS RELEASE Box Office Analyst®, the leading source of analytical information that drives decision making in the movie exhibition and distribution industry, announces today its projections for the third quarter of 2012, including blockbusters THE DARK KNIGHT RISES, THE AMAZING SPIDER-MAN and surprise TED. “After animated hits such as MADAGASCAR 3: EUROPE’S MOST WANTED and BRAVE, it’s now the superheroes’ turn to ‘kapow’ box office records when Batman and Spider-Man leap off the screens in July,” said Doug Stone, president of Box Office Analyst. “We’ll finish the second quarter of 2012 up approximately seven percent for the year, compared to the end of the second quarter of 2011, which is a positive result, considering how strong the second frame was last year.” The third quarter of 2012 flies on to screens when Columbia Pictures’ THE AMAZING SPIDER-MAN, opens on July 3. Starring Andrew Garfield and Emma Stone, this version of Spider-Man should collect

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