

In August, box office numbers are not usually big, especially compared to months like May, June or July. But, Rupert Wyatt's latest film Rise Of The Planet Of The Apes starring James Franco, Freida Pinto and Andy Serkis playing Caesar, is off to a solid opening. Film grossed \$14 million on Friday and it could get to \$38M by the end of this weekend. From The Hollywood Reporter: "Twentieth Century Fox's Rise of the Planet of the Apes is off to a strong early start at the domestic box office, with preliminary returns suggesting a Friday gross of \$14 million." 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. Many are comparing this

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