

The Hollywood Reporter: Relativity Media's R-rated action-epic Immortals, headlining Henry Cavill, is on course to top the Friday box office with \$13.5 million to \$14 million, putting it course to gross north of \$33 million for the weekend if business stays strong. Box Office Mojo: Immortals opened to an estimated \$15 million on Friday, which is a little over half of 300's \$28.1 million start. It's also down from Clash of the Titans's \$26.1 million opening day. Both of those movies had the backing of major distributor Warner Bros., though. Immortals, on the other hand, is from upstart Relativity Media, and its debut easily tops Limitless's \$6.6 million to set a new opening day record for the company. Immortals will ultimately claim first place this weekend with anywhere from \$33 to \$38 million. The independent film studio, Relativity, must be breathing a sigh of relief once the Friday numbers came rolling in. I'm sure

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