

Fox's newest Summer movie, Rise Of The Planet Of The Apes, is off and running this weekend with a 1.25 million dollar midnight opening. A Fox executive told Deadline that it is a good start compared to last weekends Cowboys and Aliens that earned right around 800 thousand dollars during its midnight showings. Reports Deadline: It's a low-key start for a modest midnight opening of \$1.254 million in only 1,124 North American locations for Fox's prequel Rise Of The Planet Of The Apes with CGI animals and James Franco. "It's a good start considering that Cowboys & Aliens had about \$800K in midnights a week ago," a Fox exec tells me. Film Synopsis: The Planet of the Apes franchise gets the origin treatment in this 20th Century Fox production from director Rupert Wyatt. The script, written by Amanda Silver and Rick Jaffa, concerns a group of American scientists whose genetic experiments lead to an uprising

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