

When it was released opposite Cowboys & Aliens back in July, no one really expected all that much from The Smurfs. Sure, it would likely be moderately successful with the younger crowd, but mediocre reviews and no huge stars in the cast meant that many had little faith in the movie making big money. Well, Deadline now report that it grossed an additional \$12.9M over the weekend, bringing the international box office total to \$364.4M, and the worldwide total to a whopping half-billion...\$502.8M to be precise. In many ways, this isn't really all that shocking, especially after the way in which The Smurfs 3D ended up giving Jon Favreau's Cowboys & Aliens a real run for its money when they faced off. The site go on to list some of the many reasons why they think it performed so well, and you can find those by clicking on the link below. For

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