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## **"Charlie And The Chocolate Factory" Breaks IMAX Box Office Records**

*Charlie and the Chocolate Factory: The IMAX Experience opened to enthusiastic audience reception and record breaking box office performance this past weekend.*

IMAX Corporation and Warner Bros. Pictures today announced that "Charlie and the Chocolate Factory: The IMAX Experience" opened to enthusiastic audience reception and record breaking box office performance this past weekend. The film debuted in a record 65 North American theaters grossing an estimated \$2.21 million over the three-day period, for a per screen average of more than \$34,000. The movie also set single day box office records with the biggest opening day, Saturday and Sunday for an IMAX digitally re-mastered release. Batman Begins: The IMAX Experience continues to draw crowds around the world, and in less than five weeks the film has now grossed approximately \$12.5 million worldwide. With the two films combining to gross over \$2.5 million, the three-day period was IMAX's highest grossing summer weekend. "Early research shows that everyone from eight to eighty loves Charlie and the Chocolate Factory at IMAX theatres," said Dan Fellman, President of Domestic Distribution at Warner Bros. Pictures. "IMAX offers moviegoers a special and unique way to experience our tentpole films". "Charlie and the Chocolate Factory: The IMAX Experience had a phenomenal all-record breaking opening largely due to its wide audience appeal", said IMAX Co-Chairmen and Co-CEOs Richard L. Gelfond and Bradley J. Wechsler. "Charlie and the Chocolate Factory has incredible word of mouth coming out of its first weekend, and Batman Begins continues to show strong legs in IMAX theaters, which has us confident our blockbuster summer film slate will continue generating impressive box office returns throughout the season." Gelfond added.