

NZ Top 10 Films of 2010

(Titles released from 31 Dec 2009 to 29 Dec 2010)

| | Title | Distributor | Released | GBO |
|----|---|---------------------|------------|--------------|
| 1 | Boy | Transmission/Madman | 25.03.2010 | \$ 9,296,740 |
| 2 | Inception | Warner Bros | 22.07.2010 | \$ 5,961,102 |
| 3 | Toy Story 3 | Walt Disney | 01.07.2010 | \$ 5,434,275 |
| 4 | Alice in Wonderland | Walt Disney | 04.03.2010 | \$ 5,402,406 |
| 5 | Twilight Saga: Eclipse | Hoyts Distribution | 07.01.2010 | \$ 5,363,186 |
| 6 | Harry Potter & the Deathly Hallows: Part 1 * | Warner Bros | 18.11.2010 | \$ 5,361,718 |
| 7 | Shrek Forever After | Paramount | 24.06.2010 | \$ 4,846,329 |
| 8 | Despicable Me | Paramount/Universal | 16.09.2010 | \$ 4,227,373 |
| 9 | Iron Man 2 | Paramount | 29.04.2010 | \$ 3,925,942 |
| 10 | How to Train Your Dragon | Paramount | 25.03.2010 | \$ 3,099,029 |

GBO as at 29 December 2010

\$ 52,918,100

* Still in release at 29 Dec 2010

Total Number of Films Released 1 Jan to 30 Dec 2009:

299

Total cinema screens in NZ at 30 Dec 2009:

411

NZ Top 10 Films of 2009

(Titles released from Jan 1 to 30 Dec 2009)

| | Title | Distributor | Released | GBO |
|----|---|--------------------|------------|--------------|
| 1 | Transformers: Revenge of the Fallen | Paramount | 24.06.2009 | \$ 7,957,024 |
| 2 | Harry Potter and the Half-Blood Prince | Warner Bros | 15.07.2009 | \$ 5,928,798 |
| 3 | Twilight Saga: New Moon * | Hoyts Distribution | 19.11.2009 | \$ 5,878,636 |
| 4 | Ice Age 3: Dawn of the Dinosaurs | 20th Century Fox | 02.07.2009 | \$ 5,483,338 |
| 5 | Avatar * | 20th Century Fox | 16.12.2009 | \$ 5,035,207 |
| 6 | Slumdog Millionaire | Hoyts/Icon | 29.01.2009 | \$ 5,014,748 |
| 7 | Up | Walt Disney | 03.09.2009 | \$ 4,142,603 |
| 8 | This Is It | Sony Pictures | 28.10.2009 | \$ 3,872,397 |
| 9 | Hangover, The | Warner Bros | 11.06.2009 | \$ 3,146,463 |
| 10 | Angels & Demons | Sony Pictures | 14.05.2009 | \$ 3,015,382 |

GBO as at 30 December 2009

\$ 49,474,596

* Still in release at 30 Dec 2009

NZ Top 10 Films of 2009 (based on Lifetime Box Office)

(Titles released from Jan 1 to 30 Dec 2009)

| | Title | Distributor | Released | GBO |
|----|--|--------------------|------------|---------------|
| 1 | Avatar | 20th Century Fox | 16.12.2009 | \$ 17,335,100 |
| 2 | Transformers: Revenge of the Fallen | Paramount | 24.06.2009 | \$ 7,957,024 |
| 3 | Twilight Saga: New Moon | Hoyts Distribution | 19.11.2009 | \$ 6,217,542 |
| 4 | Harry Potter and the Half-Blood Prince | Warner Bros | 15.07.2009 | \$ 5,928,798 |
| 5 | Ice Age 3: Dawn of the Dinosaurs | 20th Century Fox | 02.07.2009 | \$ 5,483,338 |
| 6 | Slumdog Millionaire | Hoyts/Icon | 29.01.2009 | \$ 5,014,748 |
| 7 | Up | Walt Disney | 03.09.2009 | \$ 4,142,603 |
| 8 | Alvin and the Chipmunks: The Squeakquel | 20th Century Fox | 24.12.2009 | \$ 3,904,611 |
| 9 | This Is It | Sony Pictures | 28.10.2009 | \$ 3,872,397 |
| 10 | Sherlock Holmes | Roadshow | 26.12.2009 | \$ 3,861,036 |

LIFETIME GBO

\$ 63,717,197