

HEAD TO HEAD

FACTS AND FEELINGS AS INDIES TAKE ON STUDIO RELEASES



FILM: *Brokeback Mountain*

DIRECTOR: Ang Lee

STARRING: Focus Features

PRODUCTION BUDGET: U.S. \$15 Million

WATER COOLER BUZZ: Very moving. Groundbreaking. Intense emotional impact. Impressive acting. Beautiful scenery. A bit long.

PREDICTION: Will likely have a soft opening, but word of mouth will carry this film all the way to the Oscars.

DESCRIPTION: *Brokeback Mountain* won the hearts of audiences and critics at the Venice, Telluride and Toronto film festivals. If they were honest, many folks who saw the film would confess they were drawn in by Jake Gyllenhaal and Heath Ledger. Or they are avid Ang Lee and Annie Proulx fans. Once inside, however, they discovered a heartfelt film that unwinds as an ode to the lost ways of the cowboy. Thanks to Ang Lee's deft touch, the harsh reality of a cowboy's isolation becomes the perfect soil for a budding romance. Ledger and Gyllenhaal deliver Oscar-quality, subtle performances that brought many moviegoers, male and female, to tears. While Lee takes a few liberties with the length of the film, *Brokeback Mountain* is visually stunning and deeply heart-wrenching. These are men who risk their lives for a love that, in many places, is still considered forbidden.



FILM: *Memoirs of a Geisha*

DIRECTOR: Rob Marshall

STARRING: Ziyi Zhang, Ken Watanabe, Michelle Yeoh

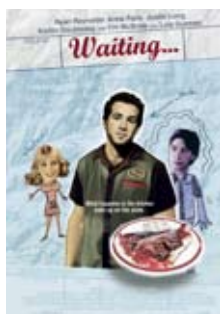
PRODUCTION BUDGET: U.S. \$85 Million

WATER COOLER BUZZ: Visually stunning. Operatic. Colorful. Familiar story. Cool history. Serious melodrama.

PREDICTION: *Chicago* fans will flock to the film, but stiff competition and lesser stars will prevent mega-hit status.

DESCRIPTION: *Memoirs of a Geisha* is a true cinematic experience. Director Rob Marshall (*Chicago*) pulled out all the stops to create a visual masterpiece that begs for a big-screen viewing. With stunning choreography, costumes and settings, the movie will not leave you lumbering over the price of your ticket. Where *Brokeback Mountain* is subtle, *Memoirs of a Geisha* is operatic. This is a film for viewers who adore high drama, emotional extremes and scenes that dazzle all five senses. Like most operas, however, the story is a familiar one: unrequited desires, jealous rivalry and deep tragedy. What won't be familiar to most moviegoers is the history of the geisha – a fascinating jewel in the crown of Japanese culture. For those who love to be transported into a different world, *Memoirs* is a must-see.

PREVIOUS RELEASES



FILM: *Waiting...*

STUDIO: Lions Gate

PRODUCTION BUDGET: \$3 Million

OPENING WEEKEND: \$6 Million

WIDEST RELEASE: 1652 Screens

OPENING WEEKEND PER THEATER AVERAGE: \$3,644

OPENING WEEKEND AS A % OF PRODUCTION BUDGET: 200%



FILM: *Doom*

STUDIO: Universal

PRODUCTION BUDGET: \$60 Million

OPENING WEEKEND: \$15.4 Million

WIDEST RELEASE: 3,044 Screens

OPENING WEEKEND PER THEATER AVERAGE: \$5,053

OPENING WEEKEND AS A % OF PRODUCTION BUDGET: 25%