Avatar Rakes in $3.5M at Midnight

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Zoe Saldana is Neytiri

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'Avatar' grossed $3.5 million at around 2,000 sites in its midnight opening, which may not seem spectacular on the surface but was nonetheless solid for a non-franchise. For the weekend, 'Avatar' strikes approximately 5,000 screens at 3,452 sites, while 'Did You Hear About the Morgans?' counter-programs at around 3,000 screens at 2,718 sites...

Brandon Gray Reports:
http://www.boxofficemojo.com/news/?id=2635&p=l.htm

Below are links and info related to this weekend's releases:

THEATER COUNTS
http://www.boxofficemojo.com/counts/chart/?yr=2009&wk=51

SHOWTIMES & TICKETS
http://boxofficemojo.com/showtimes/

All Movies Playing in Your Area:
http://boxofficemojo.com/showtimes/location.htm?view=sum

SIMILAR MOVIES
- to 'Avater'
http://boxofficemojo.com/sim.php?m=avatar.htm

- to 'Did You Hear About the Morgans?'
http://boxofficemojo.com/sim.php?m=grantparker09.htm

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BOX OFFICE DERBY
Average weekend predictions of 662 players:
1. 'Avatar' - $91.1 million
2. 'The Princess and the Frog' - $16.4 million
3. 'Did You Hear About the Morgans?' - $11.8 million
4. 'The Blind Side' - $11.1 million
5. 'Invictus' - $6.0 million
6. 'A Christmas Carol - $5.2 million
7. 'New Moon' - $4.4 million
8. 'Brothers' - $3.0 million
9. 'Old Dogs' - $2.9 million
10.'2012' - $2.6 million

Results and a new game will be posted on Monday afternoon. The full list predictions are posted at:
http://boxofficemojo.com/derbygame/

Weekend studio estimates will be reported Sunday morning, followed by actual grosses on Monday.

Box Office Mojo
http://www.boxofficemojo.com

Media Web Address: http://www.boxofficemojo.com

Main image credits: http://www.boxofficemojo.com/movies/?page=media&img=24692&id=avatar.htm

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