

**Hollywood.com Box-Office**  
**3575 Cahuenga Bl., Ste 600**  
**Los Angeles, CA 90068**  
**Phone: 818-917-9697/Fax: 818-474-7481**

<b>Full-Year Box-office &amp; Attendance Since 1990</b>			<b>Percent change</b>		<b>Percent change</b>
<b>Year</b>	<b>MPAA Avg. Ticket Price</b>	<b>Total Box-office Gross</b>	<b>vs. previous year</b>	<b>Tickets Sold</b>	<b>vs. previous year</b>
<b>2009 - ESTIMATED</b>	<b>\$7.46</b>	<b>\$10,500,000,000</b>	9.03%	1,407,506,702	4.94%
<b>2008</b>	\$7.18	\$9,630,000,000	-0.52%	1,341,225,627	-4.67%
<b>2007</b>	\$6.88	\$9,680,000,000	4.09%	1,406,976,744	-0.91%
2006	\$6.55	\$9,300,000,000	3.79%	1,419,847,328	1.58%
2005	\$6.41	\$8,960,000,000	-5.19%	1,397,815,913	-8.14%
2004	\$6.21	\$9,450,000,000	1.61%	1,521,739,130	-1.33%
2003	\$6.03	\$9,300,000,000	-0.21%	1,542,288,557	-4.02%
2002	\$5.80	\$9,320,000,000	11.35%	<b>1,606,896,552</b>	8.47%
2001	\$5.65	\$8,370,000,000	8.00%	1,481,415,929	3.22%
2000	\$5.40	\$7,750,000,000	3.33%	1,435,185,185	-2.79%
1999	\$5.08	\$7,500,000,000	7.91%	1,476,377,953	-0.37%
1998	\$4.69	\$6,950,000,000	8.59%	1,481,876,333	6.28%
1997	\$4.59	\$6,400,000,000	8.47%	1,394,335,512	4.22%
1996	\$4.41	\$5,900,000,000	7.27%	1,337,868,481	5.81%
1995	\$4.35	\$5,500,000,000	1.85%	1,264,367,816	-2.36%
1994	\$4.17	\$5,400,000,000	3.85%	1,294,964,029	3.10%
1993	\$4.14	\$5,200,000,000	6.12%	1,256,038,647	6.38%
1992	\$4.15	\$4,900,000,000	2.08%	1,180,722,892	3.56%
1991	\$4.21	\$4,800,000,000	-5.88%	1,140,142,518	-5.44%
1990	\$4.23	\$5,100,000,000	-	1,205,673,759	-

<b>HOLLYWOOD.COM BOX-OFFICE - YEAR-TO-DATE BOX-OFFICE COMPARISONS</b>					
<b>Thursday January 1, 2009 Through Sunday, December 27, 2009</b>					
<b>Box-Office Year</b>	<b>Running Gross</b>	<b>Percent change</b>	<b>Attendance</b>	<b>Percent change</b>	<b>Avg. Ticket Price</b>
2009	\$10,376,900,000	9.24%	1,391,005,362	5.14%	\$7.46
2008	\$9,499,290,433	-	1,323,020,952	-	\$7.18