



**For Immediate Release**

## Summer Box Office Breaks Record; Admissions Up 1.0% *Fifth summer in a row over \$4 billion*

*(Washington, D.C. – September 7, 2011)* The National Association of Theatre Owners (NATO) today announced summer 2011 box office reached a new record of \$4.4 billion. Summer admissions were up an estimated 1.0% over summer 2010 to 546 million. 2011 also marked the fifth consecutive summer in which box office revenues exceeded \$4 billion. (Summer is defined as running from the first full weekend in May through Labor Day of each year.)

NATO president and CEO John Fithian stated, “In the midst of 9% unemployment and a continuing weak economy, it is striking that the movie theater industry can continue to grow revenues and admissions. Along with our distribution partners, movie theaters offer compelling entertainment in state-of-the-art facilities at reasonable prices. In a weak economy or strong, the movie theater remains the first and most affordable choice in out-of-home entertainment.”

Both box office and admissions have rebounded strongly since the difficult Q1 comparison with 2010. Second quarter box office outstripped the same quarter in 2010 by 4.4%. Admissions were ahead by 2%. The -21% first quarter gap has been nearly erased, with year-to-date box office behind 2010 by only 4.3% and a likely very strong fall and holiday period ahead.

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 30,000 movie screens in all 50 states, and additional cinemas in 50 countries worldwide. Our membership includes the largest cinema chains in the world and hundreds of independent theatre owners too. [www.natonline.org](http://www.natonline.org)

Contact:  
Patrick Corcoran  
NATO  
Director of Media & Research  
818-506-1778  
[pfc@natoca.com](mailto:pfc@natoca.com)