

## **NEW LINE CINEMA'S *HAIRSPRAY* CONTINUES TO HIT ALL THE RIGHT NOTES AT THE BOX OFFICE**

### Highest-Opening Musical Holds Strong In Midweek Screenings And In The UK

LOS ANGELES (July 26, 2007) – New Line Cinema's musical comedy *Hairspray* continues to draw big crowds in theaters on the heels of its strong opening weekend, with the film grossing \$4.5 million on Monday, \$4.3 million on Tuesday and \$3.8 million on Wednesday to bring its cumulative domestic gross to \$40.1 million since its July 20<sup>th</sup> debut. The film's \$27.4 million opening made it the highest opening movie musical in film history.

"We got off to a great start with *Hairspray* last weekend, and the film's performance in these first midweek showings is very strong — we only dropped off 4 percent last night," says David Tuckerman, New Line's President of Theatrical Distribution. "Audiences are enjoying the film and spreading the word. That's a recipe for a long and successful run."

Internationally, *Hairspray* is also off to a strong start as the film had the highest grossing stage-to-screen musical debut of all time in the UK with a \$4.2 million bow (approximately a \$12,000 per-screen average) last weekend despite the fact that the *Hairspray* stage show has yet to open outside the United States (it will debut in the UK this Fall). *Hairspray* will open in France on August 22 and in Australia on Sept. 13.

As the film continues to draw big crowds in theaters, its official soundtrack is finding equal success. The soundtrack from New Line Records sold 71,625 units this week, boosting the album to #4 on the Billboard Top 200 chart, #1 on the Billboard Independent Label chart, #2 on the Billboard Soundtrack chart, and #2

on the Billboard Digital Album chart. It is also ranking #1 at retailers across the country.

Sixteen years after the release of the original film, New Line Cinema has brought the feature film adaptation of the Tony Award-winning Broadway production of *Hairspray* to life. Featuring new and original material based on John Waters' 1988 cult classic about star-struck teenagers on a local Baltimore dance show, the comedy features a remarkable collection of talent including John Travolta, Queen Latifah, Michelle Pfeiffer, Christopher Walken, Amanda Bynes, Allison Janney, Brittany Snow, Zac Efron, Elijah Kelley, producers Craig Zadan and Neil Meron (*Chicago*), and director Adam Shankman (*Bringing Down The House*). The new screenplay for *Hairspray* was written by Leslie Dixon (*Freaky Friday*, *Outrageous Fortune*).

**About New Line Cinema Corporation:**

Celebrating its 40<sup>th</sup> anniversary year, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production, marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line's Oscar-winning *The Lord of the Rings* trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).

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