



## IMDb ANNOUNCES THAT THE HUNGER GAMES' MIDNIGHT OPENING HAS SHATTERED BOX OFFICE RECORDS

### The Hunger Games Is The #1 Highest-Grossing Midnight Opening For a Non-Sequel in History

(March 23, 2012) IMDb, the #1 movie website in the world, today announced that The Hunger Games is the #1 non-sequel midnight opening in history. The film now ranks as the #7 highest-grossing midnight opening of all time, earning \$19.7 million.

#### The Top 10 Midnight Openings of All Time\*

- Harry Potter and the Deathly Hallows Part 2 - \$43.5 million
- The Twilight Saga: Breaking Dawn Part 1 - \$30.3 million
- The Twilight Saga: Eclipse - \$30.1 million
- The Twilight Saga: New Moon - \$26.3 million
- Harry Potter and the Deathly Hallows Part 1 - \$24 million
- Harry Potter and the Half-Blood Prince - \$22.2 million
- The Hunger Games - \$19.7 million
- The Dark Knight - \$18.5 million
- Star Wars: Episode III - Revenge of the Sith - \$16.5 million
- Transformers: Revenge of the Fallen - \$16 million

\* Source: IMDb, the #1 movie website in the world

#### IMDb Proprietary Data Pertaining To Fan Interest In The Hunger Games:

- "The Hunger Games" is currently the #1 title on IMDb's MOVIEmeter chart and is the most viewed title of the year thus far on IMDb. Since January 1, 2012 "The Hunger Games" has generated more page views than any other title on IMDb.
- During the 30 day period leading up to its release, page views were double those that "The Twilight Saga: Breaking Dawn – Part 1" garnered in the same pre-opening window and 78% higher than "Harry Potter and the Deathly Hallows Part 2."
- Fan interest also extends to the top billed cast. Jennifer Lawrence (#1), Josh Hutcherson (#2), and Liam Hemsworth (#5) all currently rank among the top 5 most popular actors on IMDb, as determined by page views. Apparently IMDb fans are "Team Peeta" as evidenced by Hutcherson outranking Hemsworth on the IMDb STARmeter chart.
- IMDb has launched a comprehensive and interactive The Hunger Games special section, available to fans beginning today at <http://www.imdb.com/hungergames/> and featuring cast interviews, photo galleries, trailers, local movie showtimes and tickets, cast and crew information, cast rankings and more.

#### Interview Opportunity and Comprehensive Box Office Mojo Data

IMDb owns and operates Box Office Mojo, the leading online box-office reporting service. Keith Simanton, IMDb's Managing Editor, will be available for print, broadcast and online interviews regarding "The Hunger Games'" box office performance and other topics pertaining to the film. To request an interview, please contact: Emily Glassman ([glassman@imdb.com](mailto:glassman@imdb.com)).

#### About IMDb

The Internet Movie Database is the world's most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer Website ([www.imdb.com](http://www.imdb.com)) is consistently ranked as one of the most visited sites in the world with more than 110 million unique visitors per month. IMDb offers a searchable database of more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members. Consumers rely on the information IMDb.com provides -- including showtimes, trailers, reviews, photo galleries, NewsDesk, quotes, box-office data, editorial feature sections and Watchlist -- when making viewing decisions. IMDb is accessible in a customized, platform-optimized manner on leading mobile devices via its popular "Movies & TV" app for iPhone, iPad, Android phones, Android tablets, Windows Phone and its mobile-optimized website. To date, there have been



more than 26 million installs of IMDb mobile apps (iOS, Android and WP7) worldwide. IMDb's mobile properties have more than 25 million monthly visitors. To learn more, go to: (<http://imdb.com/apps/>). IMDb Pro (<http://www.imdbpro.com>) is a subscription version of IMDb designed exclusively for professionals who work in the entertainment industry. IMDb Pro provides contact information, in production listings for film and television projects and exclusive STARMeter rankings that are determined by user searches on IMDb. Additionally, IMDb owns and operates Withoutabox (<http://www.withoutabox.com>), a marketplace for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online box-office reporting service. IMDb.com is operated by IMDb.com, Inc, a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (<http://www.amazon.com>). To learn more, go to: <http://www.imdb.com/press>.

### **Forward-Looking Statements**

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among others, risks related to competition, management of growth, new products, services and technologies, potential fluctuations in operating results, international expansion, outcomes of legal proceedings and claims, fulfillment center optimization, seasonality, commercial agreements, acquisitions and strategic transactions, foreign exchange rates, system interruption, inventory, government regulation and taxation, payments and fraud. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.

### **CONTACT:**

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