

FOR IMMEDIATE RELEASE

FOR INFORMATION CONTACT:

Julie Fairchild Julie@lovell-fairchild.com 214-536-0037

Monique Sondag Monique@lovell-fairchild.com 214-536-4319

MEDIA UPDATE

FIREPROOF CONTINUES TO BURN AS OTHER FILMS FIZZLE ***The Love Dare* Book-Turned-Movement Sweeps Married America**

October 28, Nashville, TN—In the fifth week of its theatrical run, FIREPROOF (www.fireproofthemovie.com), made by a church in GA, and marketed and distributed by Provident Films and Samuel Goldwyn Films/Sony Affirm Films, is still #11 at the box office though 22 films have opened wide since its debut. FIREPROOF retains 80 percent of its original screens after five weeks, remarkable by Hollywood standards.

Meanwhile, *The Love Dare* (www.LoveDareBook.com), published by B&H Publishing Group, enters its third week atop the NYT Bestseller's List for paperback advice books. Keeping up with high demand, 1 million books will be in print within the week.

"FIREPROOF and *The Love Dare*'s hand-in-hand success confirm a desire for a great story that also delivers a meaningful message," said Kris Fuhr, VP of marketing for Provident Films. "People leave the theater filled with hope - for all the relationships in their lives. Given the current cultural climate, this message of hope is clearly a resounding hit with audiences."

To put FIREPROOF's performance in perspective:

- ∞ FIREPROOF's cumulative box office through the fifth weekend is \$23, 617,000
- ∞ FIREPROOF lost only 17.1 percent from the previous weekend. Compared to other Top 20 movies in theaters more than one week, week-to-week losses were much higher—from 27 to 57 percent.
- ∞ FIREPROOF had the smallest drop among nationwide releases for the third week in a row (Boxofficemojo.com).
- ∞ FIREPROOF opened at #4 in the nation, although the rest of the films in the top ten had three times as many screens or more.
- ∞ While many films drop the number of screens significantly each week, FIREPROOF has held at near 900 screens since opening.
- ∞ FIREPROOF expanded to 85 new screens this week.
- ∞ FIREPROOF finished sixth in per-theater average among the top 15 movies with \$2,380.

To interview the filmmakers, contact Monique Sondag at 214-536-4319.

PROVIDENT FILMS is a division of Provident Music Group, designed to produce and distribute faith-based films. Sony BMG Music Entertainment's Provident Music Group is one of the world's leading Christian music companies. Provident Music Group operates under the umbrella for Sony BMG Nashville.