

Dear Friends:
We did it!

We just hit number one on iTunes. That's right-- Arbitrage is now the number one iTunes movie in America!

I also just got some incredible numbers: it looks like we had a video-on-demand juggernaut. *Not only is Robert Miller the King of New York (and the King of iTunes), but he's also been coming to your cable box everywhere, and it looks like he's broken well over \$1 million in cable streaming sales. Maybe even 1.5!*

This puts our total numbers for the weekend at close to 3.6 million dollars making Arbitrage, an independent film, the number five movie in America.

This success is due to all of us, and I hope it's something we can continue, spreading the word for our movie as we go. And on that note, the support from friends just doesn't stop. Today alone I received over 60 emails from people across the country and around the world. I heard from folks on Facebook, friends and strangers alike, including some who wrote that they couldn't get to the movie theater because they were sick or in a wheelchair, but they loved that they were able to watch this picture at home and still have a good time.

I read David Denby's review published today in the New Yorker (I've been reading his fascinating pieces since I was 14) where he said Arbitrage was a fine film worth watching, highlighting the work of all the great performers. That really felt good.

Tonight Jay Leno hosted a double segment with Richard Gere, showing a retrospective of his great films like Officer and a Gentleman, American Gigolo, Pretty Woman, and suggesting that this might be the year Richard finally wins an Academy award (can you believe that in 40 years he's never even been nominated?)

Right after that I watched the beautiful and very funny **Susan Sarandon tell hysterical stories on Jimmy Fallon** not only about her dog Penny's lead role in our film, but about her work creating the character of Ellen Miller. Mr. Fallon showed an extended clip of her and Richard which was a real delight to see on our producer Justin Nappi's big-screen TV. And even Mr. Fallon himself mentioned that we broke the record for a theatrical/vod film to become the highest grossing title of all time!

The incredible hard work this cast brought to the picture, the dedication they showed-- it's up there on the screen, and I love watching it recognized. As the director of a film, you live and die by the talent of your ensemble. This extends to the hard-working crew that slaved tirelessly at half their normal rates to bring this picture to life, and especially to all the actors who rehearsed for a month to find their characters, world, and relationships.

And now it speaks to you guys and the rest of the viewing public who voted with their hard-earned dollars that a film like this deserved a chance to be seen. I just got some exit poll results from movie theaters across the country--

The polls showed in overwhelming numbers that moviegoers will recommend watching this movie to their friends as a good use of their time and money.

That means Arbitrage is not some elitist critics picture-- it's *our picture*, and it's the highlight of my professional life that people can have a good time watching something we all worked so hard to create together. We could never have achieved this tremendous success without your support, and I am ever thankful for it.

There's still much more to do. This week is critical as the film continues to expand.

It looks like based on our strong success we may be expanding our theatrical reach to somewhere between 250 and 300 theaters this weekend.

That means even more folks will have a chance to see this picture on the big screen. But even if they're not near a theater they can still check it out on iTunes or cable-on-demand!

What's ahead: **this week Richard, Susan, and I head to San Sebastian, Spain where we will open their 60th annual Film Festival as a main competition title.** After that, we travel to Zürich where the festival will screen the picture and present Richard with a lifetime achievement award for his four decades of tremendous screen performances. We're honored to have this opportunity to share the movie not only with you guys, but soon with audiences around the world.

I'm attaching two links to this email because I had a lot of fun watching them. One is Nate Parker, myself, Richard, and Susan on the Charlie Rose show. The other is a Q&A highlights reel of the audience discussion Richard and I had on Saturday at the Academy of Motion Picture Arts and Sciences.

I know this is a lot of stuff, so I'm going to take a little break now, but you can bet I'll be back next week, hopefully with more good news, and surely begging you again to rate this film on iTunes at <http://itunes.apple.com/us/movie/arbitrage/id553700495>, share this email with your friends, tweet or Facebook about #arbitragemovie and help us keep this momentum going!

It really does start and end with you. Together we can shape films and cultural conversation into whatever *we* want them to be.

Thank you, thank you --

Love,
Nick

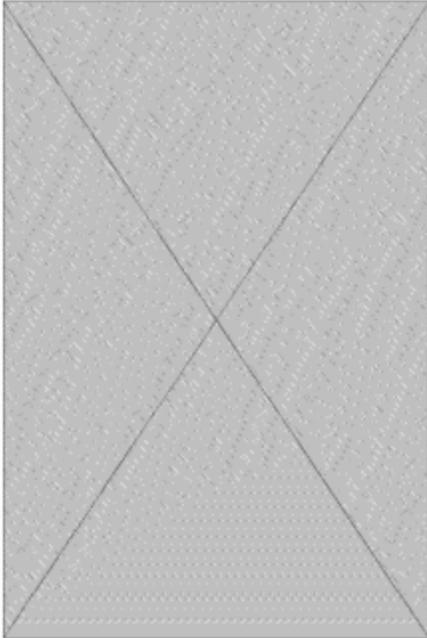
CHARLIE ROSE:

<http://www.charlierose.com/view/interview/12552>
ACADEMY Q&A:

<http://www.oscars.org/video/academyconversations.html>

or

http://www.youtube.com/watch?v=chDEuSi_S2E



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