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To: Nicholas Jarecki <[REDACTED]>
Subject: Record Breaking "Arbitrage" ! - The Story Continues...
Date: Sun, 16 Sep 2012 01:41:40 +0000

Dear Friends I Was Lucky to Meet:

I want to tell you what you happened last night: You did a lot to help our movie "Arbitrage". And because I believe in this film, *I'd like to ask you to help again* by reading this email, writing a review if you like the film, and continuing to spread the positive word with some new great information which is this:

Last night we set a record-- one for the history books.

We grossed over \$600,000 in 195 theaters, or close to \$3,500 a screen-- which was our initial objective for the entire weekend.

As of today at 5pm we might have grossed another \$3,000 a screen! If this incredible luck continues, we might be on track to gross close to 2 Million dollars this weekend. That's an average of \$10,000 a screen or more.

And that marks an extremely meaningful milestone for a "day and date" release:

"Arbitrage" is the highest grossing "day and date" film of all time on opening weekend.

This is a true record (and we're setting it by a wide margin). What I think we've proved with this tremendous outpouring of support is that there are always ways to get interesting work out to the public. We just have to be inventive, which Roadside/Lionsgate our distributor has really helped us do.

"Arbitrage" is available to watch at home on your television, or at a theater for the true big screen experience, and it doesn't appear that we rob Peter to pay Paul. That's exciting because it means that people who aren't close to a cinema can still participate in the dialogue of our movie without feeling excluded because they live in a farther away place.

Now onto you guys, my friends-- you really proved it yesterday.

Today Richard Gere and I spent some of our day with the Hollywood Foreign Press who were extremely impressed with the film and yesterday's box office and iTunes results. We have you guys to thank for that (by the way, our rotten tomatoes score also went up to 83%). Tonight we screen the film for the Academy of Motion Picture Arts and Sciences. For any academy members on this list, please come join us for the Q&A at 9pm at the Samuel Goldwyn theater. We'd love to see you.

After the email I sent out yesterday, there were nearly 50 to 60 positive ratings on iTunes generated right away. *I want to thank you for that.* Because based I think largely on that, we broke through the number three spot to become:

The number two movie on all of iTunes

and later last night we became

The number one drama and number one thriller and independent film.

We're now leading all those categories, and closing in on the juggernaut "Snow White" for the number one spot on all of iTunes. "Snow White" cost somewhere around \$300 million to make and market, a budget almost 30 times ours.

Can I ask those of you who didn't yet have a chance to rate to click on this link, and rate the film and/or write a review? We really want to get to number one! (For any with twitter or Facebook, too, here's our handle)

<http://itunes.apple.com/us/movie/arbitrage/id553700495>

@arbitragemovie
#arbitragemovie

In closing I'd like to mention that last night I heard from many old friends that they were going to see the movie today or tomorrow. I hope you guys have a great time. Many theaters around the country are sold out tonight! I just went to a 135pm show myself at the AMC Century 15, and it was at capacity. I saw the audience having a great time, and I stayed and watched them gasp, laugh, and leave I think a little bit satisfied that they were entertained.

If you're on the fence about going to the cinema, can I bribe you by letting you know just how grateful I'll be? I also think you'll have fun, and I hope you do.

I was very moved by the response to the email from yesterday, and I won't forget it. I heard from old friends--great magicians like Teller. I heard from wonderful actors I've long admired like John Leguizamo and Mariska Hargitay. I heard from childhood friends in Brooklyn like Alexis Arkus Duntov. And I felt a real outpouring of friendship and affection.

I love that we can support each other. This is what we do.

Let's make great stuff.

THANK YOU!

Nick

HOLLYWOOD REPORTER

Box Office Report: Scientology-Inspired 'The Master' Shatters Art House Records on Friday

8:38 AM PDT 9/15/2012 by Pamela McClintock

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Milla Jovovich starrer "Resident Evil: Retribution" tops Friday box office overall with \$8.4 million; Disney's 3D rerelease of "Finding Nemo" debuts at No. 2 with \$5.1 million.

Also debuting at the specialty box office this weekend is **Nicholas Jarecki's** *Arbitrage*, a financial drama in which **Richard Gere** plays a hedge fund manager. Released by Roadside and Lionsgate, which had success last year with another financial thriller *Margin Call*, *Arbitrage* will also be debuting as a cable VOD offering.

Arbitrage had a great Friday as well, averaging \$3054 per screen on 197 screens for a \$601,638 gross. The film is on track to be the biggest opening of a theatrical-and-VOD release.

Hurray for the indies.

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