



TRADES

Monday, March 29, 2010

'Dragon' makes weekend debut at No. 1

3D's rising star got another boost at the North American boxoffice this weekend as Paramount's release of DreamWorks Animation's "How to Train Your Dragon" flew to the top spot, and Disney's "Alice in Wonderland" held on to enough screens to emerge a solid number two. Co-existing on the available 3D screens, "Dragon" bowed to an estimated \$43.3 million, while "Alice," in its fourth weekend, lost 49% of its audience as it took in another \$17.3 million, bringing its domestic total to a whopping \$293 million. MGM's "Hot Tub Time Machine," which relied on R-rated comedy instead of flashy effects, debuted more modestly as it collected \$13.7 million. Close behind was the second weekend of Sony's battling rom-com "The Bounty Hunter." The Jennifer Aniston-Gerard Butler teaming fell by just 40% as it brought in \$12.4 million, bringing its domestic total to \$38.8 million.

Nat Geo nabs theatrical rights to 'Restrepo'

National Geographic Entertainment has picked up the U.S. theatrical rights to "Restrepo," the documentary that follows a platoon of American soldiers in Afghanistan from journalists Tim Hetherington and Sebastian Junger. Winner of the Sundance Film Festival's grand jury documentary prize, the film is set for release July 2. National Geographic Channel, which took worldwide TV rights earlier this year, will broadcast it in the fall. "Restrepo" is an Outpost Films Production in association with National Geographic Channel. Executive producers are John Battsek and Nick Quested.

Fox picks up pilot from Jamie Foxx

Almost two decades after his breakout stint on "In Living Color," Oscar winner Jamie Foxx is back at Fox with another urban-flavored sketch-comedy show. The network has ordered a pilot for an untitled project executive produced by Foxx and fellow "Color" scribes, "MadTV" creators Fax Bahr and Adam Small, with "Wild 'N Out" alum Affion Crockett attached as one of the stars. Tantamount and Fox TV Studios are producing. The pilot is the result of merging two projects. Foxx was looking to do a sketch-comedy series with an urban twist and paired with Bahr and Small to pitch the idea to Fox.

Teri Hatcher, Disney launching Web site

Teri Hatcher has teamed with Disney to launch a Web site for chicks. The "Desperate Housewives" star has a tease of her GetHatched.com site set to begin Monday, but it launches in earnest in the spring. Nicknamed "a chick's guide to life," the site is produced by Disney Family.com, with creative and editorial insight from Hatcher and a small team of contributors. For Disney, it's a way to broaden its Family.com portfolio to women in general, as opposed to its core audience of mothers, said Emily Smith, vp at the Disney Online Mom and Family Portfolio. That portfolio consists of four flagship sites -- Family.com, Kaboose.com, FamilyFun.com and BabyZone.com -- and a few less-trafficked sites that together garner 8 million-10 million unique visitors per month. GetHatched is being groomed as the group's fifth flagship.

'FlashForward' actress joins NBC pilot

"FlashForward" co-star Christine Woods has been tapped as the female lead in NBC's comedy pilot "Perfect Couples." Meanwhile, Teri Polo has been cast in TBS' hourlong pilot "Glory Daze," Jason Wiles has boarded ABC's drama pilot "Boston's Finest," and Jayne Houdyshell and Joe Nunez have been added to Fox's comedy pilot "Wilde Kingdom." Additionally, Vinnie Jones, repped by APA and Elevate, has booked a guest-starring and potential recurring role in the NBC drama pilot "The Cape," and Gabriel Morales, repped by Coast to Coast and the Marshak/Zachary Co., has joined ABC's comedy pilot "It Takes a Village." At the CW, "Veronica Mars" alumna Tessa Thompson has joined "Betwixt"; former beauty queen Amber Seyer, managed by Bob McGowan, has boarded the Wyoming project; Elevate-repped Gabriella Wright has been cast in "Nomads"; and Matt Barr, repped by Luber Roklin and Pakula/King, has been added to "Hellcats."

Central Talent Booking