

## Audiences Are Into ‘He’s Just Not That Into You’ With \$27 Million Opening

Submitted by [BrianTT](#) [1] on February 8, 2009 - 2:01pm

- [Ben Affleck](#) [2]
- [Box Office News](#) [3]
- [Bradley Cooper](#) [4]
- [Brian Tallerico](#) [5]
- [Coraline](#) [6]
- [Dakota Fanning](#) [7]
- [Drew Barrymore](#) [8]
- [Ginnifer Goodwin](#) [9]
- [He's Just Not That Into You](#) [10]
- [Henry Selick](#) [11]
- [HollywoodChicago.com Content](#) [12]
- [Jennifer Aniston](#) [13]
- [Jennifer Connelly](#) [14]
- [Scarlett Johansson](#) [15]

CHICAGO – The New Line romantic comedy “[He’s Just Not That Into You](#) [10],” starring [Ben Affleck](#) [2], [Jennifer Aniston](#) [13], [Scarlett Johansson](#) [15], [Bradley Cooper](#) [4], [Drew Barrymore](#) [8], [Justin Long](#) [16], [Jennifer Connelly](#) [14], [Kevin Connolly](#) [17], and [Ginnifer Goodwin](#) [9], took the number one spot at the box office this weekend with an estimated \$27.5 million and the best per screen total (\$8,650) in the top ten.

“He’s Just Not That Into You” easily beat three other new films - “[Coraline](#) [6],” “[The Pink Panther 2](#) [18],” and “[Push](#) [19]”.



Ginnifer Goodwin stars as Gigi and Justin Long stars as Alex.

*Photo credit: Darren Michaels/New Line*

The [Liam Neeson](#) [20] action flick “[Taken](#) [21]” had an amazing second weekend, dropping only 18% for a total of \$20.3 million from Friday to Sunday and a remarkable \$53.4 million in its first ten days of release. Word-of-mouth is clearly very positive on “Taken”.

[Henry Selick](#) [11]’s “Coraline” tallied the second highest per screen average of the weekend and a very impressive total of \$16.3 million. Great reviews for the film featuring voice work by [Dakota Fanning](#) [7] and [Teri Hatcher](#) [22] helped the film’s opening weekend tally.

Good reviews and word-of-mouth may have helped “Taken” and “Coraline,” but the fourth place finisher, “The Pink Panther 2” suffered from the opposite - bad reviews and proof that you can’t fool an audience twice. \$12 million earned the film a fourth place finish, but that was 40% lower than the first [Steve Martin](#) [23] remake three years ago. Audiences clearly weren’t clamoring for another “Pink Panther” movie and it seems like a third entry is now unlikely.

The biggest hit of the year, [Kevin James](#) [24]’ “[Paul Blart: Mall Cop](#) [25]” fell only 20% in its fourth weekend and held on to the top five with \$11 million and an amazing \$97 million to date. “Paul Blart” has shattered all expectations and proven that counterprogramming against serious Oscar fare in January is a smart strategy.

The final new film of the weekend, “Push” with [Chris Evans](#) [26] and Dakota Fanning, was dead on arrival with a dismal \$10.2 million in its first frame.

The rest of the top ten were filled out by “[Gran Torino](#) [27]” (\$7.4 million and \$120.3 million to date), “[Slumdog Millionaire](#) [28]” (\$7.4 million and \$77.4 million to date), “[The Uninvited](#) [29]” (\$6.4 million and \$18.4 million to date), and “[Hotel For Dogs](#) [30]” (\$5.8 million and \$55.2 million to date).

Challengers to “He’s Just Not That Into You” for next week’s box office crown include Isla Fisher’s “[Confessions of a Shopaholic](#) [31],” Clive Owen’s “[The International](#) [32],” and the Marcus Nispel remake of “[Friday the 13th](#) [33]”.

Source: [Box Office Mojo](#) [34]



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- [2] <http://www.hollywoodchicago.com/news/ben-affleck>
- [3] <http://www.hollywoodchicago.com/news/box-office-news>
- [4] <http://www.hollywoodchicago.com/news/bradley-cooper>
- [5] <http://www.hollywoodchicago.com/news/brian-tallerico>
- [6] <http://www.hollywoodchicago.com/news/coraline>
- [7] <http://www.hollywoodchicago.com/news/dakota-fanning>
- [8] <http://www.hollywoodchicago.com/news/drew-barrymore>
- [9] <http://www.hollywoodchicago.com/news/ginnifer-goodwin>
- [10] <http://www.hollywoodchicago.com/news/hes-just-not-that-into-you>
- [11] <http://www.hollywoodchicago.com/news/henry-selick>
- [12] <http://www.hollywoodchicago.com/news/hollywoodchicagodotcom-content>
- [13] <http://www.hollywoodchicago.com/news/jennifer-aniston>
- [14] <http://www.hollywoodchicago.com/news/jennifer-connelly>
- [15] <http://www.hollywoodchicago.com/news/scarlett-johansson>
- [16] <http://www.hollywoodchicago.com/news/justin-long>
- [17] <http://www.hollywoodchicago.com/news/kevin-connelly>
- [18] <http://www.hollywoodchicago.com/news/pink-panther-2>
- [19] <http://www.hollywoodchicago.com/news/push>
- [20] <http://www.hollywoodchicago.com/news/liam-neeson>
- [21] <http://www.hollywoodchicago.com/news/taken>
- [22] <http://www.hollywoodchicago.com/news/teri-hatcher>
- [23] <http://www.hollywoodchicago.com/news/steve-martin>
- [24] <http://www.hollywoodchicago.com/news/kevin-james>
- [25] <http://www.hollywoodchicago.com/news/paul-blart-mall-cop>
- [26] <http://www.hollywoodchicago.com/news/chris-evans>
- [27] <http://www.hollywoodchicago.com/news/gran-torino>
- [28] <http://www.hollywoodchicago.com/news/slumdog-millionaire>
- [29] <http://www.hollywoodchicago.com/news/the-uninvited>
- [30] <http://www.hollywoodchicago.com/news/hotel-for-dogs>
- [31] <http://www.hollywoodchicago.com/news/confessions-of-a-shopaholic>
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