

Madrid, October 15th, 2012

Double success for Telecinco Cinema

HISTORICAL RECORD AT THE PREMIER OF “THE IMPOSSIBLE” (“LO IMPOSIBLE”) AND A 42% GROWTH OF “THE ADVENTURES OF TADEO JONES”, BOTH BECOME THE MOST VIEWED FILMS THIS WEEKEND

- With 1,4 million viewers in its first weekend and only with its premier in Spain, the film of Telecinco Cinema has reached the seventh place at the world *Box Office*
- **THE ADVENTURES OF TADEO JONES** continues to lead the *ranking* of the most viewed Spanish films of the year

Telecinco Cinema, cinematographic subsidiary of Mediaset España, has reached a **double historical milestone this weekend**: on one side, **THE IMPOSSIBLE** have entered through the front door in the history of cinema in our country by becoming **the best premier of all times with 1,4 million viewers in only four days**; by the other side, **THE ADVENTURES OF TADEO JONES**, already broke records in its first five weeks becoming **the highest grossing film of the year and the most viewed animated Spanish film in history**, in its seventh week of exhibition it has increased its collection to 42% reaching the second place at the national *Box Office*.

Produced in collaboration with Apaches Entertainment, the film of **Juan Antonio Bayona** has **directly reached the seventh place in the world *Box Office***, an important fact considering that has been released in just one territory (Spain).

Tadeo Jones, seven consecutive weeks of success

THE ADVENTURE OF TADEO JONES, produced by Telecinco Cinema and El Toro Pictures, Lightbox Entertainment, Ikiru Films, Telefonica Productions and Media Networks, **continues at the top *ranking* of the most viewed spanish films of the year with 2,2 million viewers.**

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