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## ***Bait 3D* opens number one at the Chinese box office**

**Tuesday 16 October 2012:** The action thriller ***Bait 3D*** has had a spectacular opening in China, taking the number one position at the box office and grossing US\$2 million on its first day of release. After only three days in release, the film has now reached US\$7.2 million in box office takings.

*Bait 3D* opened on more than 1,700 screens, making it the largest release of any Australian film in China, and its box office success will likely see more screens added this week. *Bait 3D* opened in direct competition with the big US films *Taken 2* and *Looper*, which took US\$1 million and US\$300,000 respectively on the same day.

In *Bait 3D*, shoppers are first trapped in a flooded, underground supermarket after a freak tsunami hits a seaside community, and then terrorised by a crazed gunman and hungry, great white sharks.

*Bait 3D* director **Kimble Rendall**, in China for the film's launch, reports that a massive publicity and advertising campaign for the film has been implemented by Chinese distributors, Yunnan Film Group and Enlight Media. Rendall has been in Beijing with one of the stars of the film, **Sharni Vinson**.

"We have been absolutely thrilled with the campaign undertaken by Yunnan and Enlight who could really see the potential for *Bait 3D* in the Chinese market. Their faith has been vindicated by this stunning result, which follows box office success for the film in other countries including Malaysia where it has taken US\$1.2 million, as well as Russia, Italy and Vietnam," said Rendall.

**Ruth Harley**, Chief Executive of Screen Australia, said: "What a great result for Kimble and the production team, and a testament to the sales and marketing strategy for *Bait 3D* which was determinedly focused on broad international audience appeal."

*Bait 3D* was produced by **Todd Fellman**, **Gary Hamilton** and **Peter Barber**. Executive producers include **Russell Mulcahy**, **Ying Ye**, **Ian Maycock**, **Mike Gabrawy** and **Chris Brown**. Production companies were Arlight Films and Blackmagic Design in association with Pictures in Paradise and Story Bridge Films. The film was made with financial support from Screen Australia, Singapore's Media Development Authority and Screen Queensland.

Arlight has handled international sales for the film, with deals finalised worldwide.

*Bait 3D* is currently screening in Australian cinemas via local distributor, Paramount Pictures.