

Nov. 04, 2004

'Dead' stay alive

By Brett Sporich

"Dawn of the Dead" sold more than 2 million combined DVD and VHS units during its first week in release and was the nation's best-selling DVD for the week ending Oct. 31, according to industry sources.

The remake of George A. Romero's 1978 classic horror film got off to a brisk start, selling more than 1 million combined DVD and VHS units to zombiephiles nationwide during its first day in release Oct. 26, sources said.

The Strike/New Amsterdam production for Universal also did well at the rental counter, generating about \$5 million-plus in gross consumer spending during the same frame, according to Video Store magazine.