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Biker Romp 'Wild Hogs' Movie Debuts at #1

LOS ANGELES -- The biker buddy comedy "Wild Hogs" and its ensemble cast of John Travolta, Martin Lawrence, William H. Macy and Tim Allen was the weekend box office leader with a \$38 million take home, according to studio estimates on Sunday.

It was Walt Disney's biggest March opening in history. It was also the largest-ever debut for the 53-year-old Travolta as well as the best non-animated movie debut for Allen, who is also 53. Macy turns 57 next week and Lawrence turns 42 next month.

"It's so easy to see in the material how much fun they were having together. The audience was looking for that first great comedy of the year," said Disney president of distribution Chuck Viane.

"Wild Hogs" performed well above and beyond expectations, said Paul Dergarabedian, president of box-office tracker Media By Numbers. It had been expected to be No. 1 with earnings in the \$25 million range, he said.

"It's just astonishing," Dergarabedian said. "It was the perfect vehicle for these four stars. A combination of star power, great concept and great marketing was responsible."

"This is not an Oscar contender, but it's a fun time at the movies. You know, sometimes it's just about escapism."

No other films were even close.

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