

*VARIETY*

# *'Fifty Shades of Grey' Fever Strikes Movie Theaters, Sex Shops*



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Movie theaters are exposing their naughty sides in anticipation of the release of "Fifty Shades of Grey" this weekend.

The adaptation of the first of E.L. James' racy books about college student Anastasia Steele, who is drawn into the world of BDSM by a brooding billionaire named Christian Grey, is causing exhibitors to break out the whips and ball gags as they brace for a record

weekend at the Presidents' Day holiday box office. "Fifty Shades of Grey" is expected to debut to more than \$50 million domestically.

Las Vegas-based restaurant Whist Stove and Spirit is having a special "Fifty Shades" dinner, with a menu that includes strip steak and chocolate cake doughnuts, along with a private screening of the film.

"To have a film about sexual love and romance tied to Valentine's Day is just the perfect accompaniment to a good meal," said Antonio Nunez, the restaurant's executive chef.