With Valentine's Day fast approaching and a potential cinematic cash cow to be milked, Fox have taken the sensible marketing decision to move upcoming action romance *This Means War* forward in their release schedule by a crucial few days.

The film, which stars Tom Hardy and Chris Pine as a pair of spies competing for the affections of Reese Witherspoon, will now open in the US on 14 February, which should ensure that it mops up some of the date-night crowd on its opening weekend.

No word as yet on whether the film will follow suit in the UK, but we would be surprised if Fox didn't move to capitalise on the chance to swell their Valentine's Day coffers wherever possible.

A pair of new images were also released recently, both of which show Hardy and Pine getting their hands on some heavy-duty weaponry. Specially selected to entice the boys down to the

cinema as well as the girls? Or are we just being cynical?

Fox Spokesman Bruce Snyder has the following to say about the upcoming release: “Starting Valentine's Day, we're making WAR, not love. We're armed and ready with the perfect movie. This is a picture that that has it all – humour, charm, wit and action – and it plays through the roof.” Talk about giving it the hard sell…

Source: Comingsoon.net

Will you be treating your other half to a Valentine's Day movie? If so, which have you got your eye on? Tell us, below.

Source: Total Film

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