Whether coincidence or internet-monitoring extraordinaire, releasing the first picture of Andrew Garfield as Spider-Man the same day as a leaked pic reveals Captain America's costume was a masterstroke. SPINOFF explains why.

Read more: <a href="http://www.comicbookresources.com/?page=article&amp;id=30346">http://www.comicbookresources.com/?page=article&amp;id=30346</a>