

Bleeding Cool has come across the following promo image via The James Franco Forever Tumblr. While it's not exactly revealing, it does offer us our first official look at James Franco (Rise of the Planet of the Apes) in Oz: The Great and Powerful as well as the logo for the Sam Raimi (Spider-Man) directed film. Whether or not this promo image will resemble the first official theatrical poster remains to be seen, but more details about the movie are expected to be revealed at the San Diego Comic-Con next month. "Oz The Great and Powerful" imagines the origins of L. Frank Baum's beloved character, the Wizard of Oz. When Oscar Diggs (James Franco), a small-time circus magician with dubious ethics, is hurled away from dusty Kansas to the vibrant Land of Oz, he thinks he's hit the jackpot—fame and fortune are his for the taking—that is until he meets three witches,

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