

On April 4th we will get to see the highly anticipated clash of two of Marvel's biggest and best super-teams in Avengers VS X-Men. Both teams have squared off before, but never to such fanfare and build up. Many see this as Marvel attempting to reclaim the spotlight from DC, who's decision to relaunch their characters with the New 52 has proven very successful. Two rival brands trying to up the ante on each other is nothing new of course, but while speaking to Hero Complex, Marvel CCO Joe Quesada dismisses the idea when asked about it, and actually flips it - claiming the plans for AvX have been on the cards for years.. “Yeah, of course — that’s what people want to think. But let’s be clear: The DC relaunch is a response to everything Marvel’s been doing, and not the other way around. You don’t set fire to your entire

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