

Kicking promotional efforts into full gear for the anticipated blu-ray/DVD released for Marvel's The Avengers superhero spectacle, Marvel Studios president of production, Kevin Feige, has offered details via Moviehole. Vaguely expressing excitement that Joss Whedon is back on board to write and direct the sequel, Feige offers: "You have to make sure that it doesn't seem utterly ridiculous that a guy from outer space, a billionaire with a suit of armor and a guy who turns green when he gets upset could all fit into a movie together for people who have never read the books – and that's where Joss Whedon came in. He was able to weave together their stories in a really great way." "Blu-rays are an incredibly important part of the movie process. We finished the big-screen release of The Avengers on the Tuesday and we started working on the Blu-ray on Wednesday. It was very immediate.

Read more: <http://www.comicbookmovie.com/fansites/MarvelFreshman/news/?a=65670>