

As we move closer the anticipated 2012 summer release of Marvel's superhero extravaganza The Avengers, more marketing & merchandising efforts are being revealed. And the latest, somewhat outdated, reports that a scientific gaming cooperation, MDI, has acquired rights to have the film's mighty heroes stamped on their products. Check the press release below for more info, and a photo of one of their products showcasing the deal. Alpharetta, GA – November 16, 2011 – MDI Entertainment, LLC, a subsidiary of Scientific Games, has reached an agreement with Marvel Entertainment, LLC, to offer instant lottery games featuring characters and themes from the widely anticipated film “Marvel’s The Avengers,” due for release on May 4, 2012. The film already is receiving considerable press coverage and is being called “the ultimate Super Hero movie,” as it unites several of Marvel’s most celebrated characters: Thor, Iron Man, Hulk, Captain America, Hawkeye, Nick Fury & Black Widow. The

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