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According to IGN, J. Jonah Jameson, editor-in-chief of The Daily Bugle also featured in the previous trilogy, will not be making an appearance in Sony's Marc Webb-directed Spider-Man reboot. "We found out from very reliable sources that...J. Jonah Jameson won't be in the movie. That's right, Spidey fans. We've confirmed that no one will be growling "Parker!" in this 3D reboot. So much for those rumors about John Slattery or Sam Elliott playing him." The site makes mention that this scoop doesn't knock off 'The Daily Bugle' appearing in the film, as recent set images contradicts that. Though the character is apart of Spidey's history, portrayed favorably by actor J.K. Simmons in Sam Raimi's trilogy, I sort of don't want them to try and reinvent that spark. If true, what do you think? Anyhow, Spider-Man continues it's 90-day film shoot, swinging back into theaters July 3, in 3D.