

Walt Disney Studios Home Entertainment have issued a press release for the home video release of Marvel's The Avengers, which hits Blu-Ray and DVD September 25th. Included is the announcement of a brand new Smart Phone application, The Avengers Initiative: A Marvel Second Screen App. This app will launch first on iOS devices in July and will provide exclusive content to fans in anticipation for the September home video release. Read Disney's full press release down below. Coming this fall, the third highest-grossing movie of all time and the #1 movie in the world, "Marvel's The Avengers" assembles as you've never seen it before on Blu-ray 3D™, Blu-ray™, DVD, Digital and On-Demand platforms on September 25, 2012. In anticipation of this release, Marvel is also launching an all-new App in July - "The Avengers Initiative: A Marvel Second Screen App" (available for the first time on iPhone) – that gives fans unprecedented

Read more: <http://www.comicbookmovie.com/fansites/NerdyGeek/news/?a=62626>