

No matter how you break it down, chop it up, or finagle the numbers. Marvel Studios' The Avengers is a bona fide hit. Numbers are still coming in but as of Thursday, May 11th, the film has earned \$270M+ domestically, giving it the biggest opening week of all-time and a worldwide total of \$803M. According to Box office experts, by the time you read this article, the film's gross could be \$1B or more. At this moment Kevin Feige, Joss Whedon and the entire Avengers cast are the proverbial golden boys (and girls) of summer and have skyrocketed Captain America, Hulk, Iron Man, Thor, Black Widow and Hawkeye to new levels of fame. The next solo outings or "Phase Two", as Feige calls it undoubtedly now have an increased level of expectation in the wake of the film's astronomical success. But as Avengers frenzy winds down let's give it

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