

Those who have seen Marvel's The Avengers (which grossed a record-smashing \$207.4M in its opening weekend) may have noticed that the popular catchphrase "Avengers Assemble" was not said in the movie. Now, speaking with io9, Marvel Studios President Kevin Feige confirms why they decided not to use the phrase in the critically acclaimed film. "There wasn't a right place for it, it was cheesy overtime. Here's what I like, the catch phrase that you might expect is not in that movie, but people will walk out of that movie with many different catch phrases. 'We have a Hulk' being one of them, that people already use. We didn't say [to director Joss Whedon] 'You have to say it in the movie!' We did say, 'Is it going to fit anywhere, can you do it anywhere?' And Joss looked. That 360 shot (which is my favorite moment in the whole movie)

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