

More hype has been surrounding Marvel's The Avengers box office smash hit more than ever lately, given that the Joss Whedon-directed superhero spectacle hit shelves yesterday on Blu-ray and DVD. However, also released yesterday was a plethora of never-before-seen promotional material on the Marvel Second Screen Experience. Centered on English actor Tom Hiddleston's portrayal of the God of Mischief, Loki, check out all the behind-the-scenes still photos, concept art, promos, and footage below!

Marvel Studios presents in association with Paramount Pictures "Marvel's The Avengers"--the super hero team up of a lifetime, featuring iconic Marvel super heroes Iron Man, the Incredible Hulk, Thor, Captain America, Hawkeye and Black Widow. When an unexpected enemy emerges that threatens global safety and security, Nick Fury, Director of the international

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