

The Wrap spoke with Jeff Goldstein, executive vice president of domestic distribution at Warner Bros. and he briefly raves about the film. "This is what a summer popcorn movie is all about. I don't want to oversell it, but this has elements that are ground-breaking and are really a thrill ride." Deadline spoke with an unnamed Warner Bros. executive about the decision to include the third trailer for The Dark Knight Rises with The Avengers. "Yes, our 3rd trailer will be out with The Avengers. We see this placement as a good strategic decision. We always want our trailers to be seen with films that people want to see — and a lot of people will be going to The Avengers! It will provide the best potential exposure for The Dark Knight Rises. It's a big positive for everyone!" The Marvel vs. DC rivalry would at first make you think this shouldn't be,

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