

Disney adding Marvel heroes to 'Infinity' game

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Buzz Lightyear, meet Captain America.

Walt Disney Co. is adding several Marvel superheros to its toys-meets-game series "Disney Infinity." The company announced plans to bring such characters as Captain America, Iron Man and Thor to a new installment of the game.

Disney acquired Marvel Entertainment in 2009.

"Infinity" utilizes real-life toy figures to depict Disney personalities in a sprawling virtual toy box where those characters can do things like race vehicles, create and play games and construct buildings, as well as embark on adventures in their own realms. Each figure stores and transmits the character's history through a reader.

Disney Interactive president Jimmy Pitaro says 3 million "Infinity" starter parks have been sold, and the franchise has generated \$500 million in sales since it launched last year.

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