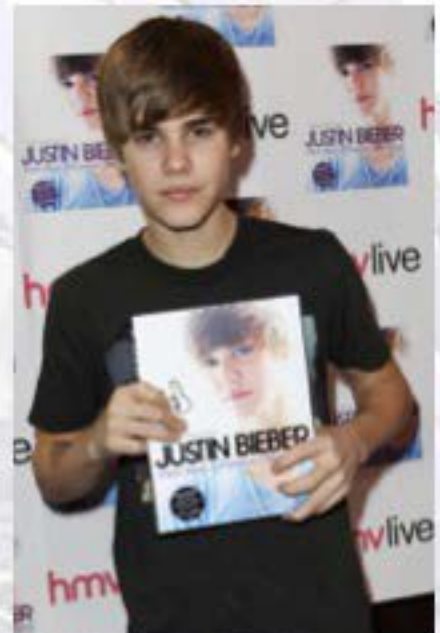


# Justin Bieber Just Getting Started

It's time to catch Bieber Fever all over again!

Bieber's back—and he's BIGGER than ever

- *Justin Bieber: First Step to Forever* sold over 750,000 copies & was on the NY Times bestseller for 18 weeks
- Bieber's new album, *Believe*, drops Summer 2012
- Very active on Twitter, Justin has over 17 million followers, was the #1 Twitter trend of 2011, & self-promotes to his fans
- Justin's Youtube channel has over 2 billion views
- Features all new material—beginning where *First Step to Forever* left off
- Book tour to include 2 book signing events & press junkets
- Exclusive book release announcement in US Weekly
- First print run of 80,000



ONE DAY LAYDOWN  
September 13, 2012