



For Immediate Release

JUSTIN BIEBER-BRANDED DENTAL CARE PRODUCTS TO ARRIVE AT RETAILERS IN 2011

Bravado Partners with Ashtel Dental to launch new collection of singing toothbrushes and other dental care products featuring the chart-topping recording artist and songwriter Justin Bieber

New York, NY and Fontana, CA (March 28, 2011) – Bravado, the world’s leading global music merchandising company, and Ashtel Dental, a leading provider of dental products nationwide, announced plans today to launch an exclusive full line of dental care products for teens and adults based on the critically acclaimed music superstar, Justin Bieber. The announcement was made today by Felix Sebacious, Senior Vice President of A&R for Bravado, and Anish Patel, Chief Executive Officer of Ashtel Dental.



The collection will be an exciting new addition to Ashtel Dental’s patent pending Brush Buddies talking toothbrush line for kids. The full line of products designed around the YouTube sensation encourages fans to “get their Bieber smile today” and includes two singing toothbrushes; manual toothbrushes; a microphone shaped flosser; dental floss, and a travel kit. The hottest items of the collection are the two singing toothbrushes featuring some of Justin Bieber’s chart-topping hit singles.

The toothbrushes feature two songs, one for morning and one for night brushing; and each recording lasts 2 minutes, satisfying dentists’ recommendations. Songs featured are “Baby”, “U Smile”, “Love Me” and “Somebody to Love”. The brushes are scheduled to hit retailers everywhere in summer 2011.

“Justin Bieber is a true global phenomenon and this is another example of our commitment to developing the most



unique and exciting products for his loyal fan base,” said Sebacious.

“We're delighted to add the Justin Bieber line to our Brush Buddies collection,” added Patel. “We’re sure that Bieber fans will be thrilled to have the chance to own a toothbrush where they hear Justin’s voice singing to them while they brush.”

To find out more about the Justin Bieber line, visit: www.brush-buddies.com or www.justinbiebertoothbrush.com. Follow updates on Twitter at twitter.com/brushbuddies or “like” the Facebook fan page at www.facebook.com/brushbuddies.

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About Bravado

Bravado, the only global, 360° full service merchandise company, develops and markets high-quality licensed merchandise to a world-wide audience. The company works closely with new & established entertainment clients, creating innovative products carefully tailored to each artist or brand. Product is sold on live tours, via selected retail outlets and through web-based stores. Bravado also licenses rights to an extensive network of third party licensees around the world. The company maintains offices in London, Los Angeles, New York, Berlin, Paris, Tokyo and Sydney. Now under the Universal Music Group umbrella, Bravado is able to leverage a global sales and distribution network from the world's largest record company, as well as the group's significant marketing strength. In addition to Justin Bieber, Bravado artists include The Rolling Stones, Michael Jackson, Paul McCartney, Kanye West, Beyonce, No Doubt, Nickelback, Lady Gaga, Katy Perry, Elton John, Guns 'N Roses, Metallica, Led Zeppelin, Green Day and The Killers, among many others.

About Ashtel Dental

Ashtel Dental is a leading worldwide manufacturer of toothbrushes and other oral care products. The company is a leading innovator in dental hygiene and oral care products that make taking care of teeth easy and fun for kids, teens and adults. Ashtel Dental is the creator of the patent pending Brush Buddies line of talking toothbrushes for kids. For more information visit www.ashteldental.com.

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