



BIEBER FEVER SETS TEMPERATURES SOARING AT MADAME TUSSAUDS LONDON

AS TEEN SENSATION UNVEILS HIS NEW WAX FIGURE

15 March 2011 – Teen sensation, award winning singer and social media king, Justin Bieber, delighted some extremely lucky fans when he unveiled his new wax figure at Madame Tussauds London today.

Bieber took time out from his current world tour to reveal a startlingly life like wax double at the top attraction in front of a small audience of fans - who could hardly contain their excitement.

“I cannot believe I am in the same room as Justin and his figure is amazing,” said 14 year old Grace Magraff from Surrey. “I don’t want to leave; I just want to stay by his figure forever! It’s brilliant, just like him. I love it!”

The twice Grammy nominated, multi MTV award winner was also impressed commenting on the incredible likeness. “It’s pretty incredible to see. I’m taller but this was a point in time,” he said. “It looks awesome, thanks very much.”

The seventeen year old was closely involved in the figure creation giving sittings for the Madame Tussauds studios team in New York last year. The hair stylists worked with Justin’s personal hair stylist to ensure his trademark haircut is an exact replica of the famous original “Bieber” cut. The figure is wearing a typically effortlessly cool ensemble – black and red shirt, black jeans teamed with black super high tops.

“The interest in Justin’s figure has been truly phenomenal” commented Liz Edwards, PR Manager at the attraction. “We were absolutely inundated with requests from young fans to include him and since we announced that we were indeed making his figure we’ve been besieged by beliebers wanting to know when they can come and

see him here. We're sure they will be as pleased with the final results as Justin seems to be today."

The event was watched by thousands of fans who tuned in to a live web stream. Fans who didn't catch it can check out Justin meeting his figure live at Madame Tussauds on the attraction's facebook page or at www.madametussauds.com.

Fans can swoon and cuddle up close to Justin in his own colourful area in Madame Tussauds' interactive Music Zone. And in keeping with his status as Social Networking King, they can take pictures with their hero and share them with the world there and then on facebook - or tweet about their meeting immediately - via a special interactive touchscreen.

Figures of Justin were also revealed at Madame Tussauds Amsterdam and Madame Tussauds New York today.

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For further information or for high-res images contact Gerry Cottle or Amy Williams at freerange communications on 0207 402 9966 / amy@freerange.eu

Notes to Editors:

- Prices to Madame Tussauds are from £14.40 discounts and fast track entry with online www.madametussauds.com/london. Priority access tickets can also be booked on 0871 894 3000.
- Madame Tussauds Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- Madame Tussauds has attractions in London, Hollywood, New York, Las Vegas, Washington D.C., Amsterdam, Berlin, Hong Kong and Shanghai with interactive figures and experiences built around fame and celebrity. In London, guests can get up close and personal with incredibly lifelike replicas of 21st century stars like Dame Helen Mirren, Cheryl Cole and Russell Brand, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers and take a time-travelling taxi ride through 400 years of amazing London history.
- The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's number one, and the world's second largest visitor attraction operator, Merlin has 64 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 40 million visitors

worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 15,000 employees. Merlin Entertainments operates the following attractions – SEA LIFE – the world’s No 1 aquarium brand, Madame Tussauds, LEGOLAND, EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures, Heide Park, and Earth Explorer.