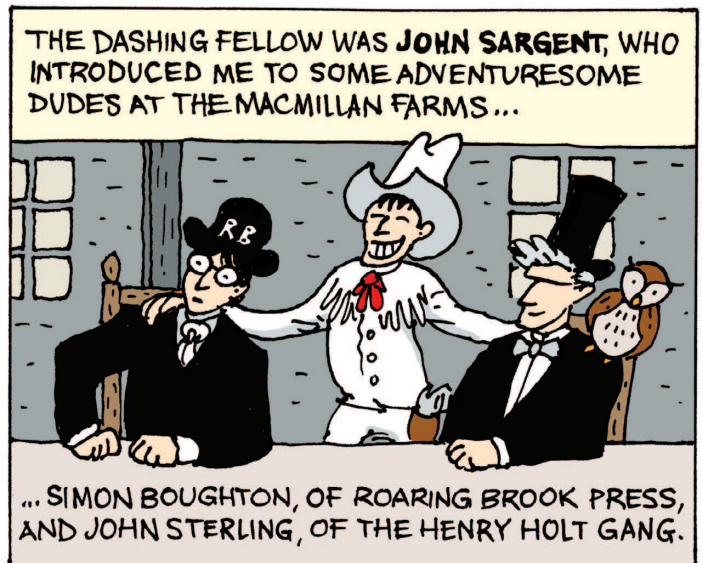
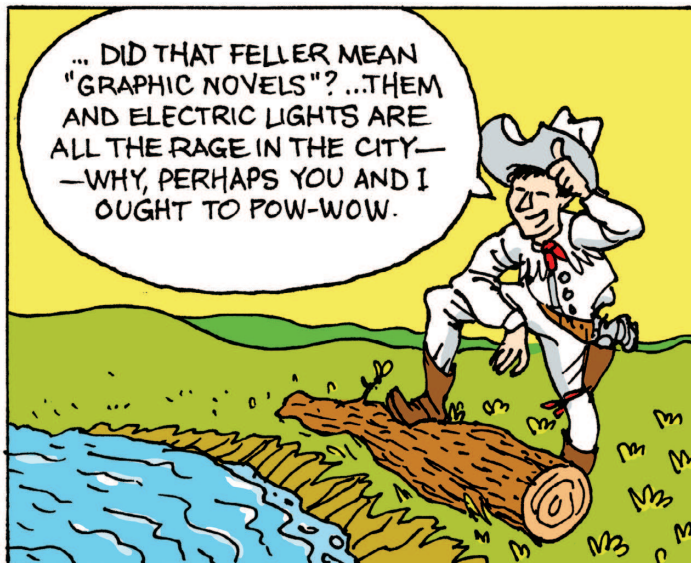
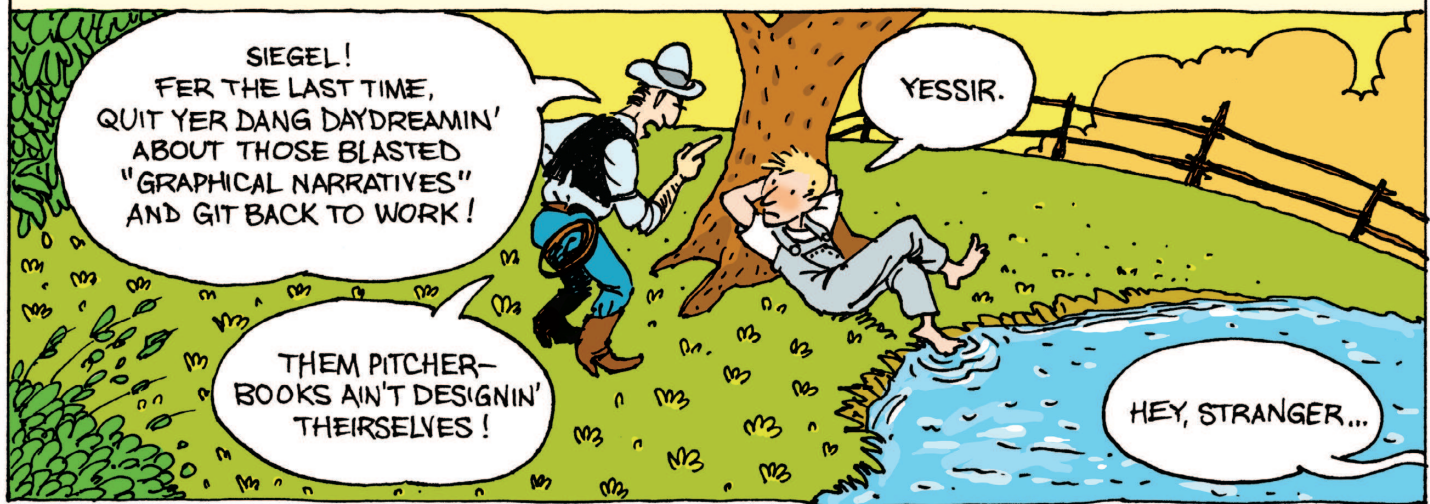


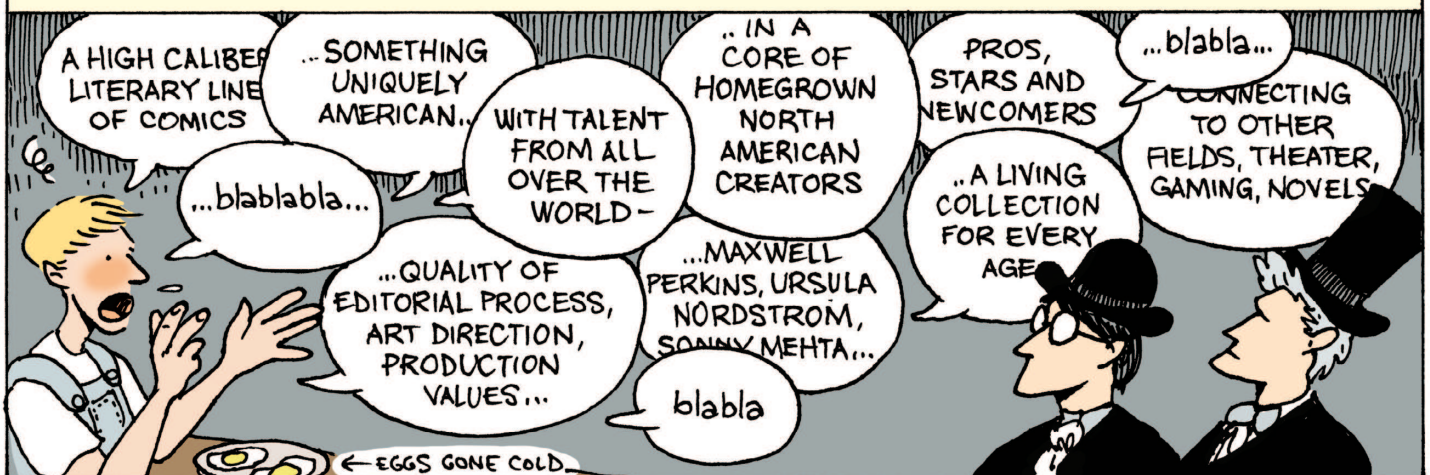
A BRIEF HISTORY OF FIRST SECOND

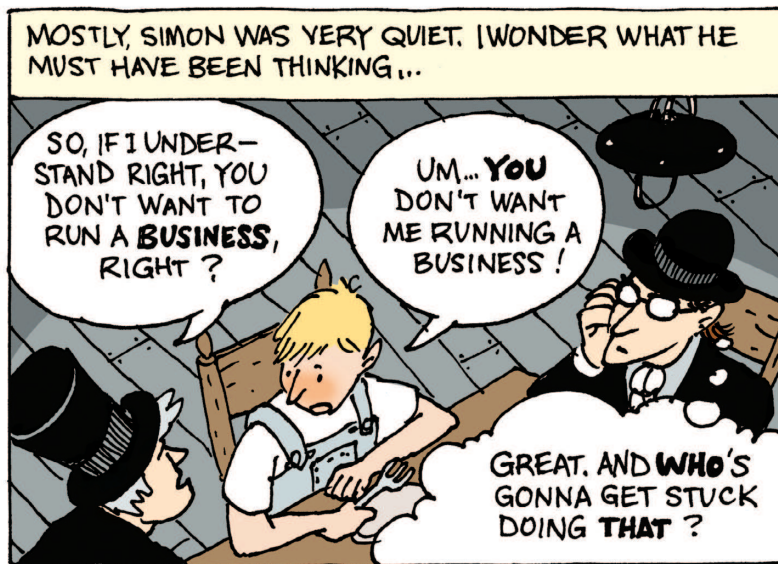
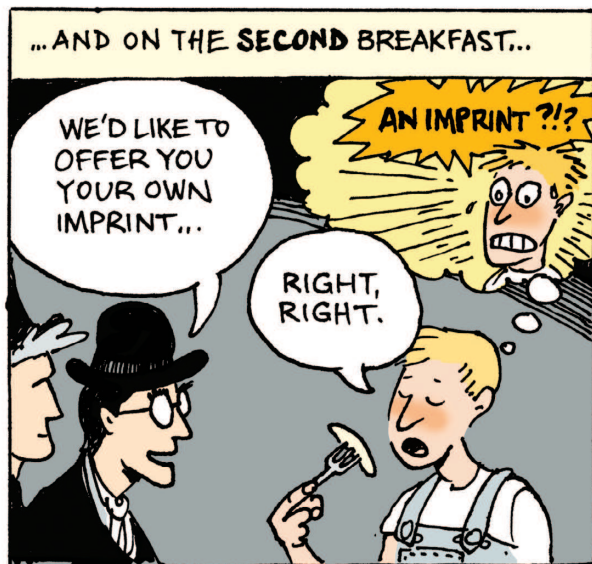
by Mark Siegel, Editorial Director, May 2008

WHEN WAS IT? BACK IN '03 I RECKON. I WAS A LOWLY DESIGNER WORKING HARD FOR A BIG PUBLISHER.

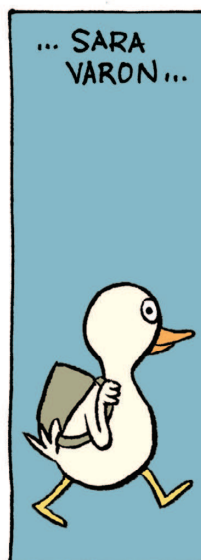
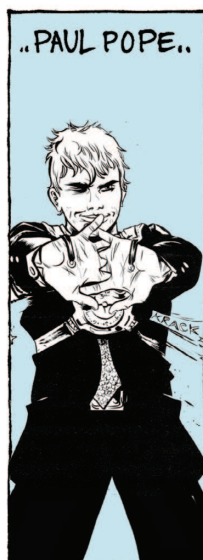


IT ALL HAPPENED OVER TWO BREAKFASTS, OUTSIDE GRAND CENTRAL STATION, NEW YORK CITY. DURING THE **FIRST** OF THESE BREAKFASTS I BABBLERD ON ABOUT MY DAYDREAMS...





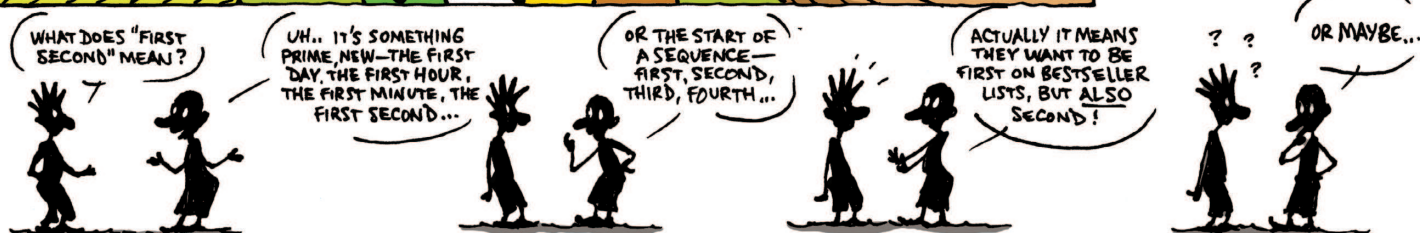
FOR THE FIRST SIX MONTHS ON THE JOB, I WENT CHASING AFTER ALL MY FAVORITE AUTHORS...

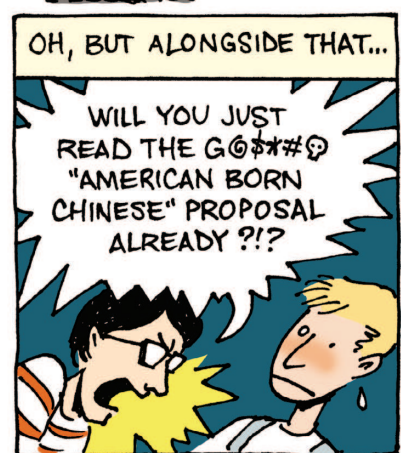
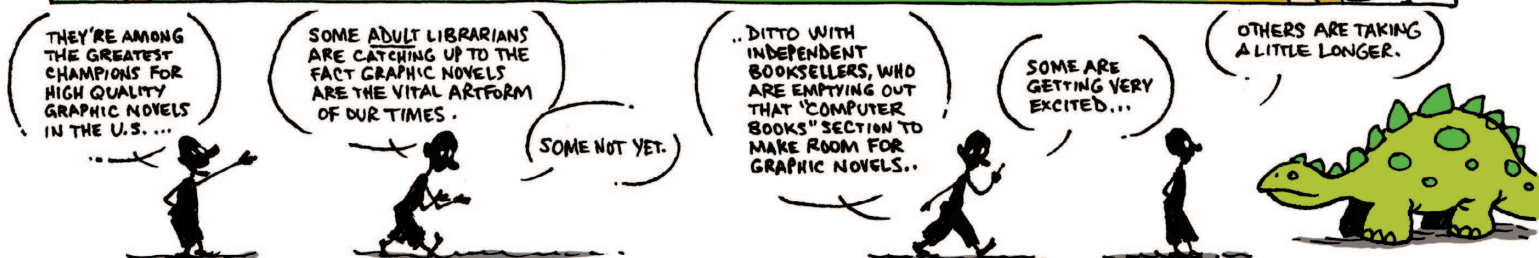
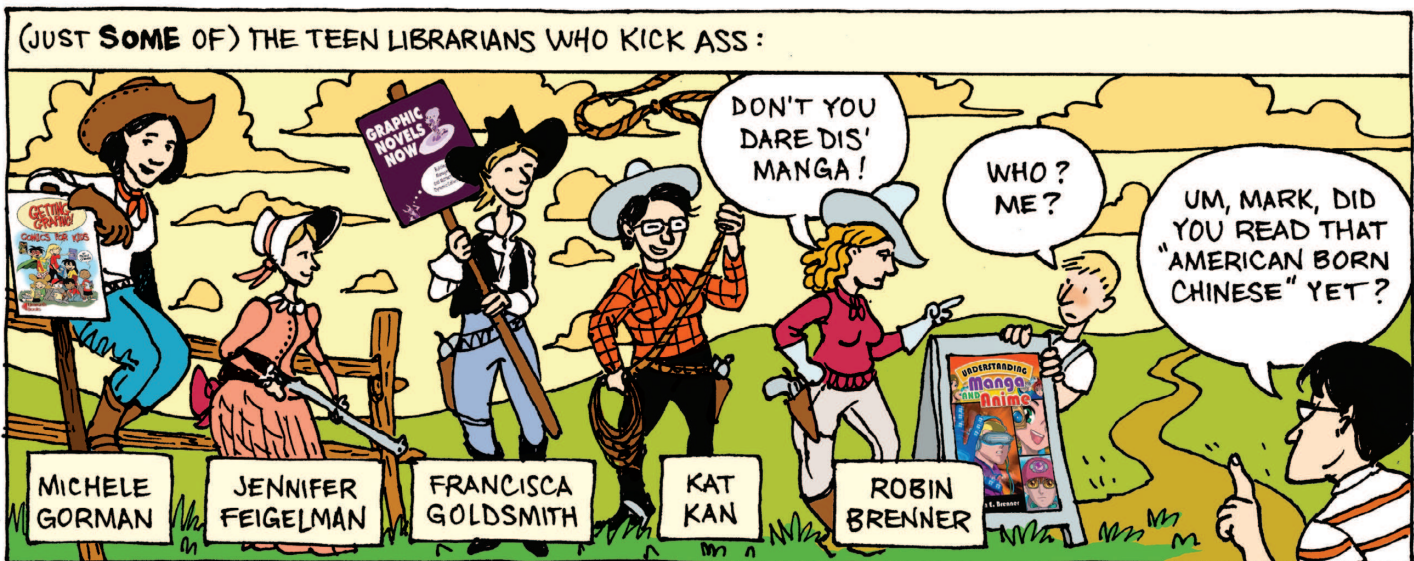
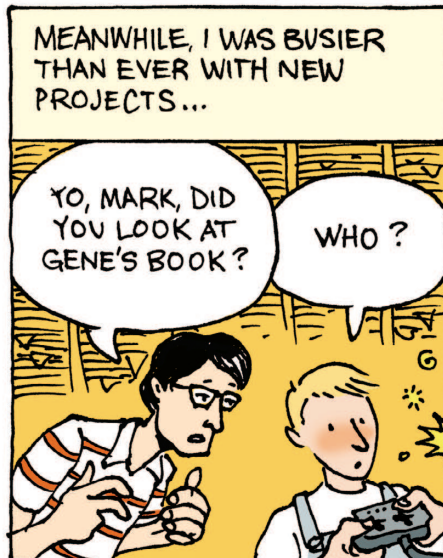


FIRST SECOND HAD BECOME A REALITY...

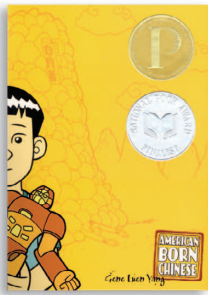
:01

First Second



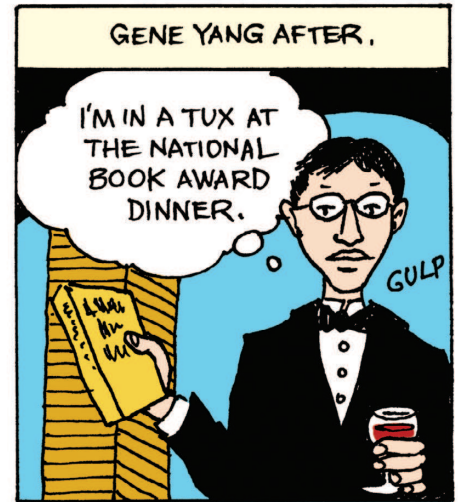
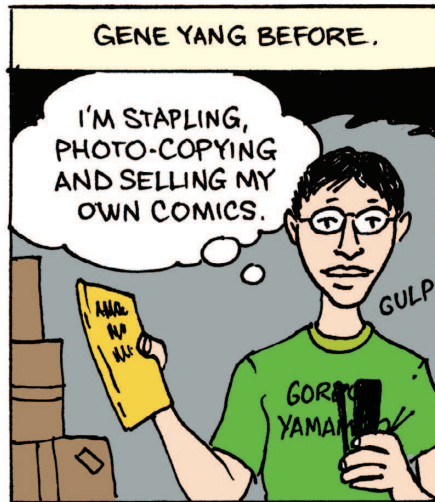


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... HAS GENE CHANGED ?



THE FIRST SECOND DREAM IS NOW BECOMING A REALITY, WITH A COLLECTION OF GEMS THAT RANGE...

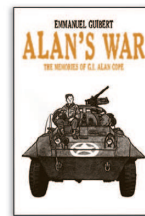
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AND ME, WELL I'M WORKING HARDER THAN EVER.



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