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BROTHER INTERNATIONAL CORPORATION

# NEWS

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## **National Association of Broadcasters 2008 NABSHOW Booth #SU13616**

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### **Brother® Launches New P-touch EDGE™ Brand at NAB** *New Line of Labeling Tools Branded Exclusively for Commercial & Industrial Markets*

LAS VEGAS (April 14, 2008) – Brother International Corporation (Brother), a worldwide leader in label printing, will preview their new P-touch EDGE™ brand a line of industrial labeling tools dedicated exclusively for commercial and industrial markets at the Las Vegas Convention Center in Las Vegas, Nevada (Booth #SU13616). In addition to the broadcast industry, the P-touch EDGE brand will be targeted to the audio visual, data communications, electrical, security and other commercial industries. As part of this launch, Brother will preview two new labeling tools (models PT-7600 and PT-7500), scheduled to be officially announced in mid May 2008.

“Brother has a long, successful history as the market leader in labeling for the office and home markets, and the new P-touch EDGE brand represents Brother’s increasing commitment to the commercial and industrial markets as well,” says Duane Yamashita, Marketing Manager, Brother International Corporation. “The work from these broadcasting technology professionals represents the best in service, quality and performance. They know labeling is an important part of the industry’s best practices, and we developed this new line of industrial labeling products to meet their specific needs and to make their work look as good as it performs.”

The P-touch ‘EDGE’ acronym represents the key needs of commercial and industrial professionals: **E**asy to use, **D**urable construction, **G**reat performance and **E**xtrême labels. For the broadcasting industry, the P-touch EDGE industrial labeling tools feature smart technology and intuitive user interfaces to quickly layout and print labels designed for cables/wires, patch panels, face plates and other studio equipment. They can also print extremely durable bar code labels for marking studio property or assets, including for use outdoors in harsh conditions. These labeling tools are also ideal for electrical contractors and installers, IT managers, field engineers and technicians. “With P-touch EDGE labeling tools, professionals can count on the reliability, ease of use and affordability they’ve come to expect from the P-touch® brand name; plus, they’ll gain the added ‘edge’ to label what was once too difficult or time consuming” says Yamashita.

#### ***Brother to preview new industrial labeling tool models at 2008 NABSHOW***

Brother will be offering the attendees of NABSHOW a “sneak peek” of two new industrial labeling tools, models PT-7600 and PT-7500. Both models are handheld with a rubber grip that makes them comfortable to work with. Each has a large LCD display and bright backlight for easy viewing no matter where you need to work. Smart technology saves time and makes these labeling tools very easy to use by helping you make custom labels that fit exactly to your applications – just type and print out the label.

(more)

For even higher performance and versatility, the PT-7600 adds software for creating custom label designs that can be downloaded into nonvolatile memory and later printed without a computer. For added productivity, you can also transfer a Microsoft® Excel® or Access® database to the PT-7600, link it to any of the downloaded label templates, and print labels directly from that database. You can also edit any of the downloaded label templates and transferred database directly from the PT-7600 keyboard. Use the software library to store and manage label templates for different projects, to be later transferred to the PT-7600.

P-touch EDGE industrial labeling tools print professional quality, glossy laminated labels for commercial and industrial applications. The laminated labels are produced from interchangeable TZ tape cassettes that make replacement simple and reliable. TZ tape comes in different colors, sizes and adhesive types: flexible ID tape is designed for wrapping around or to flag cables and wires, extra-strength adhesive is for textured and hard to stick surfaces like patch panels and rack mounted equipment, and standard adhesive covers general commercial labeling applications like for face plates, electrical panels and spot safety signs. For asset tags or security applications, the tamper-evident labels have a special substrate that permanently reveals a security pattern if the label is disturbed.

***Other models demonstrated at 2008 NABSHOW***

For larger labeling projects, the model PT-9500PC commercial desktop label printer prints sharp looking labels either one at a time on demand, or can pre-print a strip of multiple easy to peel labels. The PT-9500PC comes with the same software as the PT-7600 so that you can print all your label templates with both models, including printing directly from a Microsoft Excel or Access database. As an integrated solution, the software can be used to pre-print labels on the PT-9500PC in the office before a job and at the same time, the software can download the same label templates (and transfer database) to the PT-7600. While onsite, the pre-printed labels makes the labeling process easy – just peel and stick; and the PT-7600 is loaded and ready to quickly re-print labels on demand.

**About Brother**

Brother in Bridgewater is the corporate headquarters for Brother in the Americas, (from Canada to South America) and has fully integrated sales, manufacturing, marketing, research and development capabilities, located here in the US. In addition to its headquarters in Bridgewater, New Jersey, Brother has branches in California, Illinois, Massachusetts and Tennessee, as well as subsidiaries in Ohio, Canada, Argentina, Brazil, Chile and Mexico.

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