



NEWS

FOR IMMEDIATE RELEASE

Contacts: Steve Massinello
MSA Public Relations
Phone: 914-320-5455
Email: smassinello@msanewyork.com

Joyce Brittingham
Brother International Corporation
Phone: (908) 252-3195
Email: Joyce.Brittingham@brother.com

Brother Unveils New Color All-in-One Inkjet Models — With Category-First Widescreen Color LCD

*New Flagship model features 4.2" Widescreen Color LCD, Fast Printing Speeds,
Ethernet & Wireless Connectivity and 5.8 GHz Digital Cordless Handset*

BRIDGEWATER, NJ – October 04, 2007. Brother International Corporation continues its mission to introduce unique, feature-rich all-in-one products, with three new additions to its line of low-profile color inkjet Multi-Function Center® (MFC) models—MFC-465CN (\$149.99*), MFC-685CW (\$199.99*), and MFC-885CW (\$249.99*), each will be available in October. Brother's newest color inkjet products continue to challenge the market by delivering robust feature sets including increased print speeds and built-in network interfaces for all three models. In addition, Brother is the industry's first manufacturer to include a widescreen color LCD on its all-in-one printers, for a valuable range of benefits that include a greater ease of use, "before & after" photo edit viewing and fax previewing to help eliminate needless printing of "junk" faxes. The new widescreen LCDs are available on the MFC-685CW and the MF-C885CW models.

"These new models follow Brother's blueprint of exceeding the expectations of today's home and home office consumers by delivering many more features at a better value than the competition", said Joyce Brittingham, Senior Product Manager at Brother International. "Our new widescreen color LCD models show Brother's dedication to enhance the user experience and provide a unique customer value".

EXPANDING NETWORK CONNECTIVITY

The MFC-465CN, MFC-685CW and MFC-885CW come standard with a built-in Ethernet network interface to enable the sharing of printing, scanning, faxing and media card access for multiple users within a network. The new MFC-685CW and the MFC-885CW include a built-in wireless (802.11b/g) network interface, allowing the freedom to place the MFC where it is most convenient to access without the need to be connected to a computer with wires. Users can connect it directly to a wireless router via the Ethernet interface or print using the wireless connection in either infrastructure or ad-hoc mode.

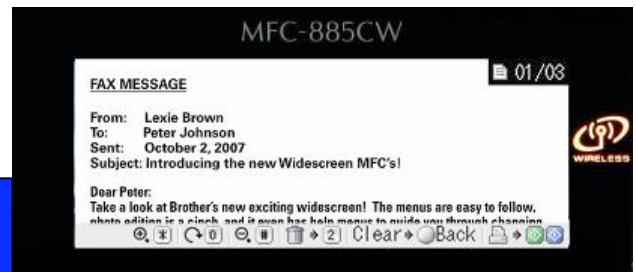
NEW CATEGORY-FIRST WIDESCREEN COLOR LCD

Brother is the first color inkjet manufacturer to add widescreen color LCDs to select models of its all-in-one color inkjet products. The MFC-885CW offers a wide 4.2-inch LCD screen, while the MFC-685CW includes a wide 3.3-inch display. Along with the wide LCDs, these models also have the ability to enhance photos from a digital camera media card or USB flash drive on the color LCD screen. Another ideal use for the widescreen is the ability to preview incoming faxes before printing—therefore eliminating the need to print "junk" faxes. When the "Fax Preview" function is turned on, the MFC will store all received faxes in memory. The user can then preview the faxes on the widescreen LCD and then either print the fax or delete it.

The widescreen also gives Brother the ability to enhance the on-screen help information and set-up. The photo enhancement capabilities are easy to use and include auto correct, skin tone enhancement, scenery enhancement, red eye removal, photo conversion to monochrome and sepia. All of these features allow users to view images before and after editing the photo. Other features include image cropping and viewing a slideshow of the images on the media card.



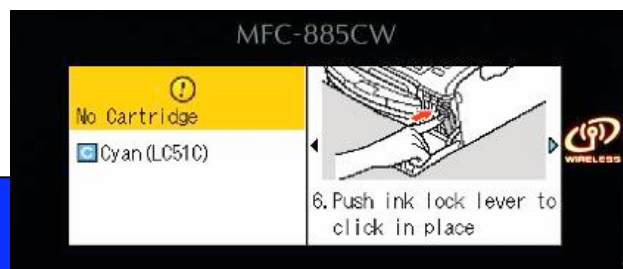
See Before & After Photo Effect



Wide Screen Fax Preview



Large Viewing of Ink Status Screen



Helpful Visual Instructions

NEW MODEL OVERVIEW

These three Brother products will replace the popular MFC-440CN, MFC-665CW and MFC-845CW models respectively. All models are available through all Brother sales channels such as office superstores, major retailers and distributors.

- **MFC-465CN...NETWORK (ETHERNET) READY**

- Print speeds of up to 30ppm black and 25ppm color
- 2.0" flip-up color LCD display with photo enhance capabilities
- Photo bypass tray that holds up to 20 sheets of 4" x 6" glossy paper without removing the 100 sheets of standard paper
- Network-Ready built-in Ethernet interface² (share print, scan, fax and media card access)

- **MFC-685CW...NETWORK & WIRELESS-READY**

Includes all of the features of the MFC-465CN plus:

- Wide 3.3" color LCD display
- Ethernet-ready and built-in 802.11b/g interfaces²
- Built-in Message Center[®] features includes...
 - ✓ Digital Answering Machine (stores up to 29 minutes)
 - ✓ Full Duplex Speakerphone
 - ✓ Convenient Telephone Handset

- **MFC-885CW...WIRELESS-READY FOR PRINTING & TELEPHONE**

Includes all of the features of the MFC-685CW plus:

- Wide 4.2" color LCD display
- 5.8 GHz digital cordless handset
 - ✓ Expandable to a total of 4 handsets

FEATURING INNOBELLA™ PRINTING TECHNOLOGY

Brother's newest MFC models use Brother's lineup of Innobella™ ink cartridges and photo papers. When used with Brother's print engine technology, the Innobella™ ink and paper enables and empowers consumers to accurately reproduce beautiful, vibrant, radiant color images while simultaneously enhancing image permanence and longevity.

Innobella™ inks and papers were conceived and engineered to become fundamental, operational components of an integrated printing "system". Together, this system delivers reliable, consistent and dazzling color reproductions from the first print to the last.

The new MFC line uses a 4-cartridge ink system that only requires the user to replace the color that runs out. The LC-51 series Innobella inks have yields of up to 500 pages for black and 400 pages for each color cartridge (based on 5% page coverage).

ABOUT BROTHER

Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters in Bridgewater, New Jersey, Brother has facilities in California, Illinois, Massachusetts and Tennessee, as well as subsidiaries in Ohio, Canada, Brazil, Chile, Argentina and Mexico. For more information you can visit the web site at www.brother.com.

###

NOTE: All trademarks and registered trademarks referenced herein are the property of their respective companies.

* Estimated Street Price

¹ CompactFlash[®], Memory Stick[®], Memory Stick Pro[™], xD Picture Card[™] Type M / Type H, Secure Digital[™], MultiMediaCard[™]

² Cables not included

³ Additional purchase required

□ Resolutions are listed horizontal by vertical

COLOR PRINT	MFC-885CW	MFC-685CW	MFC-465CN
Print Speed (Max.) (black/color)	30ppm / 25ppm	30ppm / 25ppm	30ppm / 25ppm
Maximum Resolution (dpi)	6000 x 1200 ¹	6000 x 1200 ¹	6000 x 1200 ¹
Front-Load Paper Tray Capacity	100 sheets	100 sheets	100 sheets
4x6 Photo Bypass Paper Tray Capacity	20 sheets	20 sheets	20 sheets
Interface(s) Standard	USB ¹ , PictBridge, Ethernet, Wireless 802.11b/g	USB ¹ , PictBridge, Ethernet, Wireless 802.11b/g	USB ¹ , PictBridge, Ethernet
Windows® Compatibility	Windows® Vista™, XP, XP Professional x64 Edition, 2000 Professional	Windows® Vista™, XP, XP Professional x64 Edition, 2000 Professional	Windows® Vista™, XP, XP Professional x64 Edition, 2000 Professional
Mac® OS Compatibility ²	OS X 10.2.4 or greater	OS X 10.2.4 or greater	OS X 10.2.4 or greater
COLOR COPY			
Copy Speed (Max.) (black/color)	22cpm / 20cpm	22cpm / 20cpm	22cpm / 20cpm
Automatic Document Feeder	Up to 10 pages	Up to 10 pages	Up to 10 pages
Multi-Copy Capability	Up to 99 copies	Up to 99 copies	Up to 99 copies
Maximum Copy Resolution (dpi)	1200 x 600 ¹	1200 x 600 ¹	1200 x 600 ¹
Reduction/Enlargement Range	25% to 400%	25% to 400%	25% to 400%
COLOR SCAN			
Interpolated Resolution (max dpi)	19,200 x 19,200	19,200 x 19,200	19,200 x 19,200
Optical Resolution (Max dpi)	600 x 2400	600 x 2400	600 x 2400
Windows® Software	ScanSoft™ PaperPort™ 11SE with OCR by Nuance™	ScanSoft™ PaperPort™ 11SE with OCR by Nuance™	ScanSoft™ PaperPort™ 11SE with OCR by Nuance™
Mac® Software	Presto!® PageManager® (includes OCR)	Presto!® PageManager® (includes OCR)	Presto!® PageManager® (includes OCR)
COLOR FAX			
Modem Speed	14.4k bps	14.4k bps	14.4k bps
Max. Pages Stored in Memory ³	480	480	480
Broadcasting ⁴	Up to 250 locations	Up to 210 locations	Up to 210 locations
Speed Dial Locations	100	80	80
PC FAX			
PC Fax Software (Send/Receive) ^{4,5}	Brother PC Fax	Brother PC Fax	Brother PC Fax
PHOTOCAPTURE CENTER®			
LCD display	Wide 4.2" Color LCD	Wide 3.3" Color LCD	2.0" Flip-up Color LCD
Compatible Media Cards	CompactFlash®, Memory Stick®, Memory Stick Pro™, xD Picture Card™ Type M / Type H, Secure Digital™, Secure Digital High Capacity, MultiMediaCard™	CompactFlash®, Memory Stick®, Memory Stick Pro™, xD Picture Card™ Type M / Type H, Secure Digital™, Secure Digital High Capacity, MultiMediaCard™	CompactFlash®, Memory Stick®, Memory Stick Pro™, xD Picture Card™ Type M / Type H, Secure Digital™, Secure Digital High Capacity, MultiMediaCard™
Direct Photo Printing without a PC	Media Card, USB Flash Drive or with PictBridge-enabled camera	Media Card, USB Flash Drive or with PictBridge-enabled camera	Media Card, USB Flash Drive or with PictBridge-enabled camera
Scan directly to the memory cards	Yes	Yes	Yes
MESSAGE CENTER®			
Handset	5.8GHz (Expands total of 4 ⁶)	Corded Handset	None
Digital Answering Machine	Yes, up to 29 minutes	Yes, up to 29 minutes	No
Full duplex Speakerphone	Yes	Yes	No
NETWORK			
Network Standard	Yes, Ethernet and Wireless 802.11b/g	Yes, Ethernet and Wireless 802.11b/g	Yes, Ethernet
Wireless Security	SSID/ESSID; WEP 64bit & 128bit; WPA / WPA2 –Personal (TKIP/AES)	SSID/ESSID; WEP 64bit & 128bit; WPA / WPA2 –Personal (TKIP/AES)	None
SecureEasySetup™ and AOSS™	Yes	Yes	No
OTHER INFO			
Dimensions (W x D x H)	18.7" x 14.6" x 7.1"	18.4" x 14.6" x 7.1"	15.7" x 14.6" x 7.1"
Weight	19.2 lbs	18.1 lbs	17.5 lbs
Consumable Yield (Black) ⁷	Up to 500	Up to 500	Up to 500
Consumable Yield (Colors) ⁷	Up to 400	Up to 400	Up to 400
Print Engine Technology	Inkjet	Inkjet	Inkjet
Estimated Street Price (\$US)	\$249.99	\$199.99	\$149.99
Approximate Availability Date	October 2006	October 2006	October 2006

□ Resolutions are listed vertical by horizontal

1 USB complies with specification for 2.0

2 Third party USB devices not supported

3 Based Brother #1 chart with MMR coding and standard resolution

4 Black and white only

5 PC Fax receive for Windows® only machines

6 Requires additional purchase

7 Approx. yield based on letter size @ 5% coverage per page

