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BROTHER INTERNATIONAL CORPORATION

NEWS

FOR IMMEDIATE RELEASE

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BROTHER MAKES LABELING COOL & EASY INTRODUCING 2 NEW LABELERS WITH PLUG AND LABEL FUNCTIONALITY FOR HOME AND OFFICE

*Whether in the Office or on the Road, the New PT-1230PC and PT-2430PC Streamline
the Labeling Process with Built-In Software and Direct PC Connection*

BRIDGEWATER, N.J. (January 6, 2009) Answering consumer demand for a simpler solution for printing labels from a PC, Brother International Corporation recently introduced the PT-1230PC and PT-2430PC. Both labeling systems come with a new Ptouch® Lite label design software built right into the machine itself, which eliminates the hassle of installing software, and allows PC users to more easily print on the go. Whether in the home, office or at a job site, customers now have an innovative tool for labeling. These P-touch® labeling devices are extremely easy to use. The Plug and Label functionality makes label making quicker and easier than ever before. Here's how they work:

1. Connect to the PC via the included USB cable.
2. Turn the labeler ON and launch the software stored on the device.
3. Type and print your label.
4. When done, simply turn off and unplug. No software is left behind on your PC.

In today's business world, handwritten labels can lack professionalism while small handheld labelers sometimes fall short on versatility. Many PC-connectable labelers, while versatile, require time-consuming installation of software and a substantial learning curve. The new PT-1230PC and PT-2430PC models offer a streamlined solution, where users can quickly and easily print simple text-only labels, to more complex labels with logos and custom formatting by using their existing PC with familiar keyboard and monitor.

“Initial response to these new models has been overwhelmingly positive,” said Linda

Sanford, Director of P-touch Marketing for Brother. “Office users love their simplicity, and information management and IT staff appreciate that they require no software installations. And since the PT-1230PC and PT-2430PC easily connect to PCs using a USB connection, users attending meetings, conferences, tradeshows and field service locations can create custom labels on-the-road and on-demand.”

Easy and secure to use and share, the PT-1230PC and PT-2430PC require no software to be installed on the PC. These models help address company software installation policies; when finished making the labels, users simply turn the labeler off and unplug, leaving no software behind on the PC.

The modern and sleek gloss-white labeling systems are lightweight, portable and boast a small footprint for high-tech appearance. They weigh approx. 1 lb. and can easily fit on any desk or workspace. Labels print exactly as they are designed and displayed on the PC monitor, and can include symbols, photos, graphics, and any TrueType fonts stored on the user’s PC.

PT-1230PC includes the following features:

- No software installation required on PC
- Print on durable TZ laminated tapes up to ½” wide for indoor and outdoor use
- Ability to print multiple lines of text and graphics
- Supports True Type / Scalable fonts available on PC
- Compatible with Windows® 2000, Windows® XP and Windows Vista®
- Manual cutter
- Requires PC USB Connectivity (cable included)
- Can use 6 AAA alkaline batteries (not included)
- Can use power adapter (available as option)
- Ability to download the full version of P-Touch Editor 5.0 software onto your PC for making labels including bar codes and database data.

The PT-2430PC includes all of the features of the PT-1230PC, plus:

- Built-in automatic cutter
- Prints on durable TZ laminated tapes up to 1” wide for indoor and outdoor use
- Includes Power Adapter
- Includes CD with full version of P-touch® Editor 5.0 software for installation on your PC for labels including bar codes and database data.
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The PT-1230PC has an estimated street price of \$49.99# and the PT-2430PC has an estimated street price of \$79.99#. These models are available at Staples and other fine retailers, including catalogs and on-line retailers.

#Estimated street prices may vary

About Brother

Brother International Corporation is one of the premier providers of products for the home, home office and office. The U.S. corporate office in Bridgewater, N. J., was established on April 21, 1954 and currently markets many industrial products, home appliances and business products manufactured by its parent company, Brother Industries, Ltd. of Nagoya, Japan. These products include an award-winning line of Multi-Function Center® machines and printers. Brother also provides the number-one line of facsimile machines in the U.S. and is the leader in electronic labeling, with its full line of P-touch® Electronic Labeling Systems. For more information you can visit the Web site at www.brother.com.

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