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NEW LINEUP OF COMPACT COLOR ALL-IN-ONES AND PRINTERS DELIVER FASTEST COLOR PERFORMANCE FOR THE MONEY

New single-pass engine equipped models target small offices and workgroups

BRIDGEWATER, N.J. (Sept. 3, 2009) – Today, Brother International Corporation, a leader in small and home based office machines bolsters its product line-up with a new family of compact color products including two new color printers (HL-3000 Series from \$299 to \$349*) and three new color all-in-ones (MFC-9000 Series from \$399 to \$499*). The new models deliver powerful features including fast color and monochrome print speeds in a compact design, making them ideal choices for small businesses and home-based office professionals.

“We understand that small business and home-based office professionals have a range of needs, and that when it comes to color printers and all-in-ones, one size does not necessarily fit all,” said Brother’s Director of Marketing for Laser Products, Jeff Sandler. “By expanding our color product line-ups to include more compact and affordable models, busy small office users can now quickly produce high-quality color office documents such as presentations, reports, brochures and spreadsheets with ease.”

The new machines also set a new performance benchmark by delivering professional quality color or monochrome printing at up to 17 pages per minute which is the fastest single pass color print speed within each of their respective market segments. Now sporting an extensive array of color line-ups (25 products including inkjets), Brother can address virtually every possible user need. In addition, Brother’s newest family of printers and all-in-ones use LED (Light Emitting Diode) technology, enabling its new family of compact color machines to feature a significantly smaller footprint than its existing color laser products.

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“Brother is committed to offering consumers a great value,” said Sandler. “With these new models, we are able to offer professionals high-performing, fast machines with rich color output at very attractive price points.”

The HL-3000 Series printers will be available in September 2009, and the MFC-9000 Series all-in-ones will be available in October 2009.

New HL-3000 Series Printer models

New Models: HL-3040CN, HL-3070CW

HL-3040CN key features:

- Up to 17ppm print speed in color or monochrome
- Up to 600x2400 dpi resolution using Brother’s LED print technology
- Adjustable, 250-sheet paper capacity
- Ethernet and Hi-Speed USB 2.0 interfaces
- Includes two-piece toner/drum set¹
- One-year exchange limited warranty
- Estimated Street Price: \$299*

HL-3070CW key features:

All the features of the HL-3040CN, plus:

- Built-in wireless network interface
- USB direct interface, allows users to print from their USB Flash memory drive (PDF and JPEG)
- PCL6 and BR-Script3 emulations
- Estimated Street Price: \$349*

New MFC-9000 Series All-in-One models

New Models: MFC-9010CN, MFC-9120CN & MFC-9320CW

MFC-9010CN key features:

- Offers print/scan/copy capabilities
- Up to 17ppm print speed in color or monochrome
- Up to 600 x 2400 dpi resolution using Brother’s LED print technology
- Adjustable, 250-sheet paper capacity
- Ethernet and Hi-Speed USB 2.0 Interfaces
- Includes two-piece toner/drum set¹
- One-year exchange limited warranty
- Estimated Street Price: \$399*

MFC-9120CN key features:

All the features of the MFC-9010CN, plus:

- Super G3 fax
- Estimated Street Price: \$449*

MFC-9320CW key features:

All the features of the MFC-9120CN, plus:

- Built-in wireless network interface
- USB Direct Interface, allows users to print from or scan to their USB Flash memory drive (PDF and JPEG)
- Estimated Street Price: \$499*

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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EDITOR'S NOTE: Photography available upon request.

* Estimated Street Price, prices may vary.

¹The in-box toner cartridges will have yields of approximately 1,000 pages each. Replacement toners TN-210 (C/M/Y) have yields of 1,400 pages. The black TN-210BK toner cartridge offers a yield of approximately 2,200 pages. The long-life DR-210CL drum unit has an approximate yield of 15,000 pages. All registered trademarks referenced herein are the property of their respective companies.