

## FOR IMMEDIATE RELEASE

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### **BROTHER® INTRODUCES NEW LINE-UP OF ENHANCED, FAST LASER ALL-IN-ONES AND PRINTERS** *Offers Expanded Features to Meet Growing Needs of Small Offices and Businesses*

**BRIDGEWATER, N.J. (March 10, 2009)** - Brother International Corporation today announced three new laser printers (HL-5300 Series from \$199 to \$299\*) and two new laser all-in-ones (MFC-8000 Series from \$399 to \$499\*), each including key enhancements over the current model it replaces. Each model provides small to medium businesses with fast print speeds (up to 32ppm), automatic duplex printing and optional high-yield replacement toner cartridges. All new models will be available beginning in April 2009.

With these new machines, Brother shows its ongoing commitment to delivering the ideal combination of performance features and a great overall value to small office and business users. In addition, Brother continues to support Wi-Fi users by offering step models in their line-up that include a built-in wireless network interface.

“Business owners and employees in small and mid-sized offices often wear many hats and work under tight deadlines to keep up with the urgent pace of today’s global business environment,” explained Brother’s Director of Marketing for Laser Products, Jeff Sandler. “Our new all-in-ones and laser printers offer great connectivity, deliver high quality business documents quickly and help save paper with built-in automatic duplex (two-sided) printing.”

#### **New HL-5300 Series**

New Models: HL-5340D, HL-5370DW & HL-5370DWT

Replaces Current: HL-5240, HL-5250DN, HL-5250DNT & HL-5280DW

**New HL-5340D** key features:

- Up to 32ppm print speed
- Built-in automatic duplex capability for two-sided printing
- 16MB memory
- Increased high-yield replacement toner cartridge available (up to 8,000 pages<sup>2</sup>)<sup>3</sup>
- 300-sheet paper capacity, expandable up to 800-sheets<sup>1</sup>
- Estimated Street Price: \$199\*

**New HL-5370DW** key features:

All the features of the HL-5340D, plus:

- Built-in wireless (802.11 b/g) network interface
- Built-in Ethernet network interface
- 32MB of standard memory, expandable to 544MB<sup>1</sup>
- Estimated Street Price: \$249\*

**New HL-5370DWT** key features:

All the features of the HL-5370DW, plus:

- Second 250-sheet paper tray that boosts total input capacity to 550-sheets
- Estimated Street Price: \$299\*

**New MFC-8000 Series**

New Models: MFC-8480DN & MFC-8890DW

Replaces Current: MFC-8460N, MFC-8860DN & MFC-8870DW

**New MFC-8480DN** key features:

- Up to 32ppm monochrome print speed
- Built-in automatic duplex capability (for two-sided printing)
- Up to 1200 x 1200 dpi print quality
- 300-sheet paper capacity, expandable up to 550-sheets
- USB Direct Interface, allows users to print from or scan to their USB Flash memory drive (PDF and JPEG)
- Increased high-yield replacement toner cartridge available (up to 8,000 pages<sup>2</sup>)<sup>3</sup>
- Estimated Street Price: \$399\*

**New MFC-8890DW** key features:

All the features of the MFC-8480DN, plus:

- Built-in wireless (802.11 b/g) network interface
- Full duplex capability (print/copy/scan/fax)
- 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](http://www.brother.com).

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

EDITOR'S NOTE: Photography available upon request.

\* Estimated Street Price, prices may vary.

<sup>1</sup> Additional purchase required

<sup>2</sup> Approximate cartridge yield in accordance with ISO/IEC 19752 (letter/A4) using high yield TN-650 toner cartridge.

<sup>3</sup> High yield replacement cartridge available separately. Initial toner in-box is the standard TN-620 which provides approximately 3,000-page yield in accordance with ISO/IEC 19752 (letter/A4).

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