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Media Contact:
Carolyn Woodside
Tel: 516-935-4944

FOR IMMEDIATE RELEASE

Brother International Corporation Introduces Affordable Combination Sewing & Embroidery Machines Series Fills Niche in Home Sewing Industry

BRIDGEWATER, N.J. — Sew affordable, sew fun and sew perfect for the home sewing and embroidery enthusiast. Brother International Corporation is proud to introduce C-Combo, its new line of affordable, feature-packed combination embroidery and sewing machines. Now customers can enjoy the best of both worlds with the C-Combo line which includes the new Innov-ís 900D and SE350, starting at around \$399.

“As the Official Sewing and Embroidery Licensee of *Project Runway*, Brother is passionate about developing machines that empower sewing and embroidery enthusiasts to maximize their creative potential,” said Dean F. Shulman, senior vice president of Brother International Corporation and head of the company’s Home Appliance Division. “C-Combo is the first of its kind to employ high quality, highly reliable embroidery and sewing at budget-friendly prices.”

Market research and customer feedback rest at the heart of Brother’s product innovation. The new Innov-ís 900D and SE350 boast advanced sewing and embroidery features in a compact, lightweight design. Perfect for on-the-go lifestyles, C-Combo is ideal for traveling on vacation or toting to classes and workshops. A true market breakthrough designed for enthusiasts of all skill levels, the C-Combo line is a smart first-buy for budding hobbyists. Both the Innov-ís 900D and SE350 also make a great buy for:

- Sewing customers looking to step-up to embroidery embellishment.
- High-end machine owners looking for a “Go-To” machine for greater portability.
- Aspiring embroidery enthusiasts interested in an affordable embroidery machine.
- Schools and home economic teachers who need a machine that possesses self-teaching capabilities.
- New Brother customers inquisitive about Brother’s product line.

“The industry has evolved into a fashion-oriented hobby. Customers want luxury features and trendy design capabilities to enhance their wardrobes and decorate their homes with stylish décor,” said Shulman. “The Innov-ís 900D and SE350 are chic and value-priced giving customers exactly what they want.”

Intricate built-in embroidery designs and decorative stitches are two of several advanced features shared by both the SE350 and Innov-ís 900D. In addition, customers will enjoy an automatic push-button thread cutter, backlit LCD touch screen with embroidery editing capabilities, Quick-Set™ bobbin for fast and effortless set-up, needle/up down positioning, built-in card slot and 16 built-in languages translating step-by-step directions to accommodate a variety of users.

Shared feature highlights of the Innov-ís 900D and SE350 include:

- Backlit LCD Touch Screen – One-touch access to built-in designs including embroidery editing capabilities.
- Automatic Push-Button Thread Cutter – Ease in cutting thread, great for garment sewing.
- Sixteen Built-in Languages – Precise translation of step-by-step instructions on the LCD panel.

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- Memory Functions – Save stitch settings to the machine’s memory and embroidery designs to 12 embroidery memory pockets.
- Embroidery Editing – Rotate images by 1, 10 or 90 degrees, create mirror images and change the needle position for precise placement every time.
- Seventy Built-in Embroidery Designs and sixty-seven Built-in Stitch Functions including 10 styles of one-step, automatic buttonholes.
- Built-in Card Slot – Enjoy thousands of optional designs from Brother’s Memory Card library.*
*Memory cards sold separately.
- Popular 4” x 4” embroidery field.
- Quick-Set™ bobbin and Advanced Needle Threader.

The higher-featured Innov-is 900D includes the above features plus:

- Thirty-five Built-in Embroidery Designs based on Disney/Pixar characters – Embellish items with popular characters from Disney/Pixar.
©Disney © Disney/Pixar
- Computer Connectivity – Transfer .pes files from a computer to the machine. Upgrade your machine when new features become available.
- My Custom Stitch™ feature- Create original and personalized sewing stitches using the LCD panel.
- Three Sewing Fonts – Stitch letters onto projects and use the character spacing to adjust letters in increments from one to 10.
- Extension Table that doubles as a cover for the embroidery unit.
- Sixty-two additional decorative stitches.
- Embroidery Menu Access – Access the embroidery menu while in sewing mode to save time and plan future designs.
- The ability to read all embroidery cards featuring Disney/Pixar characters.*
*Separate purchase required.
©Disney © Disney/Pixar
- Protective Hard Cover and Accessory Box that fits under the free arm.
- Sew Nice Pic™ frame turns the Innov-is 900D into a personalized machine.

For more information on the Innov-is 900D, SE350 or Brother’s extensive line of home sewing and embroidery products, visit www.brother-usa.com.

About Brother International Corporation

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices.

Brother is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$5 billion, this global manufacturer was started almost 100 years ago by sewing fanatics.

Brother offers a diversified product line that includes fax machines, Multi-Function Center® machines, P-touch® Labeling Systems and both color and black & white laser printers for home, office and industry.

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.

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