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FOR IMMEDIATE RELEASE

BROTHER INTERNATIONAL CORPORATION GIVES SEWING A HIGH-FASHION MAKEOVER *Brother® Takes Part in Programs that Help Sewing Make a Fashionable Comeback*

BRIDGEWATER, NJ – As the wildly successful television show ‘Project Runway’ charges ahead with its sixth season, the sewing industry is experiencing something not many others can boast—a boom in a down economy. Along with ‘Project Runway’, Brother International Corporation has captivated the audience of aspiring designers and sewing room veterans and is continuing to fuel the popularity of do-it-yourself fashion trends.

“Our involvement in ‘Project Runway’ has reenergized the entire sewing industry and brought sewing back into fashion as an exciting way to express creativity,” says Dean F. Shulman, Senior Vice President of Brother International Corporation and head of the company’s home appliance division. “Sewing isn’t a dusty, old hobby; it’s trendy again.”

‘Project Runway’, which has aired this season on Lifetime, premiered its sixth season in August to an audience of over 4.2 million people. It quickly took a spot as one of the most watched shows heading into the Fall viewing season and has continued to remain there every week. Thanks to this popularity, sewing and embroidery machine manufacturers like Brother are seeing great results: new, younger customers and increased sales.

Since Brother was named the exclusive sewing and embroidery licensee of ‘Project Runway’ in 2007, the company has lit a roaring creative fire among sewing enthusiasts and has inspired designers of all ages. Brother dealers nationwide have been seeing many new customers turn to the art of sewing as a way to express creativity. Younger consumers are taking sewing and garment construction lessons, attending ‘Project Runway’-inspired events, and purchasing sewing and embroidery machines. Within the last year, more customers have noticeably turned to sewing as a way to obtain fashion in an affordable way—especially when buying new clothes may not be in this year’s budget.

To appeal to this customer, Brother offers a full line of easy-to-use, affordable ‘Project Runway’ Limited Edition sewing and embroidery machines that are perfect for any skill level. With six models to choose from, there is a machine for everyone—from the beginner to the advanced designer. These machines can enable any fashionista to create their own personal couture and achieve a high fashion look without breaking the bank.

In keeping with this commitment to inspire and support their customers, Brother has also formed a relationship with a unique company that teaches the beginner designer to sew while offering tips, suggestions, and new techniques along the way: DIYStyle. The website, www.DIYStyle.net, offers a variety of online video segments for the beginner including: Design Inspiration, Projects, Superfast Sewing Tips, Rising Star Designer Interviews, Trendy Places and Creative Spaces. The visual inspiration and guidance of step-by-step instruction shows how easy it is to get started with everything from garment construction and embellishing with embroidery, to creating fashion sewing projects, hot home décor, and more. The Brother ‘Project Runway’ Limited Edition sewing and embroidery machines are used in all of the episodes from seasons four and five, proving that they are perfect for constructing one’s own unique designs.

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To show further support of new fashion trends and emerging talent, Brother will also be sponsoring Saint Louis Fashion Week, October 12th through the 18th, which will include 24 shows from international and local fashion house. Brother will be providing a 'Project Runway' Limited Edition LB6770 PRW computerized sewing and embroidery machine and 'Project Runway' fashion rolling bag to the winner of a unique design challenge that will include entries from across the country, Project:Design!. Brother will also be supporting four emerging designers during DIYStyle's LAUNCH show. This show will include designs from the DIYStyle collection as well as four collections from emerging designers who will be debuting their fashions for the very first time: Conjetta by Connie Bourgeois, Allyce King Designs by Allyce King, ML by Maggie Laskowitz and Stiles by Courtney Stiles.

For fashion week attendees that want to learn more about the 'Project Runway' Limited Edition line of sewing and embroidery machines and DIY fashion trends, there will be a display at the Designer + Handmade Market on Friday October 16th and Saturday October 17th from 11:00 a.m. to 5:00 p.m. at Lumière Place at the Brother booth. Saint Louis Brother Innov-ís dealer, Heyde Sewing, will be there to offer expert tips for those interested in creating DIY fashion or checking out the latest 'Project Runway' limited edition products from Brother. Heyde will be inviting teens who are interested in DIY fashion to attend a Free 'Teen Sew-In Night' at Heyde Sewing on Saturday, November 21st, to learn how to sew and embroider unique accessories with the affordable, easy-to-use, 'Project Runway' Limited Edition sewing and embroidery machines. Local residents could also stop by Heyde's Sewing at 5451 South Lindbergh Boulevard to see the full Brother line of sewing, embroidery quilting and crafting products and accessories.

Gauging the popularity of 'Project Runway', the crave for DIY fashions, the demand for easy-to-use, affordable sewing machines and accessories, and the heightened attendance and anticipation of fashion week events across the nation, the trend of sewing as a fashion-focused hobby is anticipated to forge on. As an industry leader, Brother is excited to be part of the trends that are changing the face of the sewing industry from what it was years ago. For more information on Brother products, accessories and software, visit the home sewing pages of www.brother.com, or call 1-800-4-A-BROTHER to locate an Authorized Brother Innov-ís Dealer.

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 mono 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 Canada, Brazil, Chile, Argentina, Peru and Mexico. For more information you can visit the website at www.brother.com.