

October 5, 2009

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FOR IMMEDIATE RELEASE

BROTHER INTERNATIONAL CORPORATION NAMED EMBROIDERY LICENSEE OF POPULAR WARNER BROS. AND DC COMICS CHARACTERS

*Brother to Introduce New Embroidery Designs Featuring
BATMAN, SUPERMAN, SUPERGIRL, Scooby-Doo and Looney Tunes*

BRIDGEWATER, N.J.— Brother International Corporation is proud to add embroidery designs from Warner Bros. Consumer Products (WBCP) and DC Comics to their already vast collection of licensed embroidery designs. Now, popular *DC SUPER HEROES* and cartoon characters from *BATMAN, SUPERMAN, SUPERGIRL, Scooby-Doo* and *Looney Tunes* can be easily embroidered onto any existing article of clothing, home décor item or incorporated into a new craft project for added personalization when using a Brother embroidery machine.

“We are proud to add new Warner Bros. embroidery designs to our collection of exclusive licensed designs. We are confident that our customers will be happy to learn that new, trendy and classic characters from Warner Bros. will be available soon,” said Dean F. Shulman, senior vice president of Brother International Corporation and head of the company’s home appliance division.

The new embroidery designs are appropriate for a variety of projects that are sure to be a hit among children of all ages when their favorite *DC SUPER HERO* or cartoon character is included. Project ideas for children’s items include: t-shirts, jackets, caps, backpacks and even blankets and pillows to decorate a room, just to name a few. These designs will be available to customers in the most common embroidery formats in addition to .pes files in January 2010. The designs can only be used with a Brother embroidery machine. Brother offers a full line of sewing and embroidery machines at every price point and can be purchased at Brother Innov-ís Dealers nationwide, or at fine retailers such as Wal-Mart and Amazon.

“Brother is an industry leader and we are thrilled to now offer consumers the opportunity to embroider their favorite Warner Bros. characters on clothes, home décor items and accessories for children of any age,” said Karen McTier, Executive Vice President, Domestic Licensing and Worldwide Marketing, Warner Bros. Consumer Products.

For more information on Brother sewing, embroidery, quilting and crafting products and accessories including thousands of Brother embroidery designs, visit the home sewing pages of www.brother.com.

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Some Exclusive Brother Embroidery Designs Featuring Warner Bros. and DC Comics Characters Include:



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

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Comics

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as *Superman*, *Batman*, *Wonder Woman* and the *Sandman*. These *DC Super Heroes* and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' Web site is located at www.dccomics.com.

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SCOOBY-DOO and all related characters and elements are trademarks of and © Hanna-Barbera.
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