

January 14, 2010

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

**FOR IMMEDIATE RELEASE**

## **BROTHER INTERNATIONAL CORPORATION NAMED EXCLUSIVE SEWING AND EMBROIDERY LICENSEE OF 'PROJECT RUNWAY' SEASON SEVEN**

BRIDGEWATER, N.J. — “Either you’re in or you’re out” for Heidi Klum of ‘Project Runway,’ and Brother International Corporation is “in,” yet again, for season seven. Returning as the Exclusive Sewing and Embroidery Licensee for the popular fashion reality television show, season seven marks the company’s fourth year as a licensee.

The relationship with ‘Project Runway’ has proven to be very successful for Brother® who has seen tremendous branding exposure and has attracted new, younger customers since being named a licensee in 2007. The partnership has reenergized the sewing industry and has brought sewing back into fashion. Each week viewers tune in to watch contestants race against the clock, perfecting every last thread with Brother sewing machines. As Tim Gunn gives the aspiring designers their final countdown, viewers see a Brother-branded clock tick away, revealing those last, crucial minutes before their designs are showcased on the runway.

“‘Project Runway’ has brought incredible publicity to the Brother brand,” said Dean F. Shulman, a senior vice president of Brother International Corporation and head of the company’s home appliance division. “Brother dealerships are experiencing younger and younger customers who want the ‘Project Runway machine.’ Acquainting new customers with Brother sewing and embroidery products is invaluable.”

Brother has advocated that the latest fashion trend to hit the runway isn’t a piece of clothing— it is the machines that make the trends possible. Offering the tools needed for fashionistas and fashionistos to succeed in designing, personalizing, and embellishing apparel, Brother provides a line of “Project Runway” Limited Edition sewing and embroidery machines that are perfect for any skill level. With advanced features such as built-in designs and automatic needle threading, trendsetters can start to create with the push of a button.

With 40 built-in stitches including five styles of one-step buttonholes, variable speed control, super-wide stitch selection and seven-point feed dogs, the ‘Project Runway’ Limited Edition Innov-ís 40 imparts style and panache to designer creations. Skilled sewing room veterans find the added capabilities of the ‘Project Runway’ Limited Edition Innov-ís 80 ideal for intricate stitch work and monogramming flair. The Innov-ís 80 includes the features and functionality of the Innov-ís 40 plus 40 additional built-in designs, including five one-step buttonholes, 55 alphanumeric characters and the ability to combine stitches. And for designers that require even more creative potential, there is the ‘Project Runway’ Limited Edition LB6770PRW computerized sewing and embroidery combination machine. This machine was designed to give added inspiration with 70 built-in embroidery designs, five monogramming fonts and 120 frame pattern combinations. Using the 67 built-in stitches, 98 stitch functions and 10 styles of one-step automatic buttonholes, modish mavens are able to add dimension, color, texture, imagery and sophistication to any project. For greater differentiation tailored to a designer’s unique vision, the built-in embroidery card slot allows the use of thousands of optional Brother embroidery designs. Included with the purchase of this machine is a fashionable rolling bag, a \$100 value, which is perfect for the designer who is always on the go, much like the contestants on ‘Project Runway.’

-more-

“Staying on board for season seven was an obvious choice,” said Shulman. “‘Project Runway’ has propelled Brother into the fashion industry, giving designers and beginners the machines they need to fashion stylish apparel. For more than 50 years, Brother has supplied leading innovation and superior technology to sewing and embroidery enthusiasts. With ‘Project Runway,’ Brother has greater clout within the design industry.”

‘Project Runway’ season seven premieres on Thursday, January 14, 2010, at 10pm EST on Lifetime. For more information about the Brother extensive product line, including its ‘Project Runway’ Limited Edition sewing and embroidery machines, visit [www.brother.com](http://www.brother.com). For more information about Brother and ‘Project Runway’ visit [www.mylifetime.com](http://www.mylifetime.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](http://www.brother.com).

**brother**®  
at your side

The Exclusive  
**SEWING & EMBROIDERY LICENSEE**  
of

*project*  
**RUNWAY**™  
©2009 Fashion Cents, LLC. All Rights Reserved.  
projectrunway.com

###