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Media Contact:
Carolyn Woodside
516-935-4944
carolynw@egcgroup.com

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'PROJECT RUNWAY' LIMITED EDITION SEWING MACHINE FEATURED ON THE RACHAEL RAY SHOW

BRIDGEWATER, N.J. — The 'Project Runway' Limited Edition Innov-ís 40 sewing machine, one of the most popular machines from Brother International Corporation, was one of the 'guest stars' of a special "'Project Runway' Challenge" on The Rachael Ray Show, which aired on Thursday, October 1st.

The segment showcased the versatility of sewing to construct garments from anything but fabric! Rachael Ray welcomed 'Project Runway' judge Nina Garcia and three contestants from season six to partake in a unique challenge: to make an outfit out of items collected at Whole Foods. Making use of the 'Project Runway' Limited Edition sewing machine, the contestants manipulated items into very unique, avant-garde looks. Provided with Chinese take-out boxes, aluminum foil, napkins, and of course fresh food and produce, the contestants chose between lettuce, cabbage, tortillas and other products to create their designs.

"We are very excited that our 'Project Runway' Limited Edition machines were featured on Rachael Ray," exclaimed Dean F. Shulman, senior vice president of Brother and head of the company's home appliance division. "The 'Project Runway' licensed home sewing and embroidery machines, which have become very popular among our customers, are different from those that the contestants have used in the 'Project Runway' sewing room, so it was great to see these machines put to the test on The Rachael Ray Show."

Since Brother was named the exclusive sewing and embroidery licensee of 'Project Runway' in 2007, the company has helped light a roaring creative fire among sewing enthusiasts, and has inspired young designers. Sewing room veterans and novices alike have turned to the art of sewing as a way to express creativity and create unique clothes. As national news media reports the resurgence of sewing, the relationship between Brother and 'Project Runway' continues to re-energize the sewing industry. With the Emmy Award-winning Rachael Ray Show bringing yet another challenge to viewers, sewing proves to be a hot, emerging trend.

To see the unique designs from the Rachael Ray "'Project Runway' Challenge" episode and to find out who won the challenge and free trip to the Virgin Islands visit www.rachaelrayshow.com/show/view/843/. For more information about the Brother extensive product line, including the 'Project Runway' Limited Edition sewing and embroidery machines, visit the home sewing pages of www.brother.com.

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Exclusive Photos from the Set of 'The Rachael Ray Show'



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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