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### FOR IMMEDIATE RELEASE

#### **BROTHER INTERNATIONAL CORPORATION NAMED CES INNOVATIONS 2011 DESIGN AND ENGINEERING AWARD HONOREE**

*The Brother<sup>®</sup> Entrepreneur<sup>®</sup> Pro PR-1000, 10-Needle Home Embroidery Machine, Receives Recognition*

BRIDGEWATER, NJ – Brother International Corporation today announced that it has been named an International CES Innovations 2011 Design and Engineering Awards Honoree for the Entrepreneur<sup>®</sup> Pro PR-1000, the company's most technologically advanced home embroidery machine. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting-edge consumer electronics products across 35 product categories. Brother, a company deeply committed to designing and engineering user-friendly technology, is extremely honored to be recognized for this award.

The Entrepreneur<sup>®</sup> Pro PR-1000 is an impressive, sixth generation machine. It is the result of more than 100 years of Brother research and innovation. The technology built into the 10-needle embroidery machine makes it easy to learn, use, and operate. It is the fastest home embroidery machine yet since a 10-color, 50,000 stitch-count design can be completed up to 12% faster than a 6-needle machine and up to 30% faster than a single-needle machine. This means an embroiderer can be more productive than ever before. Other impressive features include:

- **New InnovaChrome™ LED Color Thread System:** Underneath each of the thread spools is a full color LED light which mimics the color of the thread that belongs on the spool for each design, eliminating any guesswork as to what color thread should be used. The lights flash when a design has been completed. Coupled with audio cues, the system allows an embroiderer to limit their supervision of the machine, as these cues give the operator the freedom to do more than one task at a time.
- **Eyelet Threading System:** No more tangles or lost productivity when using the 10 needles and thread colors for gorgeous, multi-color creations. Plus, with the automatic needle threading system, each needle can be threaded with the touch of a button.
- **InnovEye<sup>®</sup> Technology and Up-Close™ Viewer:** It is like having a built-in camera above the needle. This user-friendly interface is the same that is in the popular Quattro<sup>®</sup> 6000D, which was recently awarded a prestigious 2010 iF Communication Design Award in the Product Interface category—a reliable indicator of quality in design.
- **Five full spectrum LED lights:** Each light is equivalent to seven standard LED lamps, which is like having 35 lights shining directly onto the work area.
- **Ability to link multiple machines with PE-DESIGN<sup>®</sup> NEXT:** Businesses now have the convenience of managing the work of four machines through one interface when using the newest embroidery software, PE-DESIGN<sup>®</sup> NEXT. The Link Function is great when there is a need to stitch out several pieces with the same design at the same time, but really comes in handy when an embroiderer needs each machine to stitch out different designs at different speeds simultaneously.

To view the 3D introduction video for the Entrepreneur<sup>®</sup> Pro PR-1000 grab a pair of red/blue anaglyphic glasses and go to [www.brother-usa.com/NextDimension](http://www.brother-usa.com/NextDimension).

“We are very happy that the design and engineering of the Entrepreneur® Pro PR-1000 has been recognized. This honor further confirms our commitment to bring innovative products to market,” explained Dean F. Shulman, senior vice president of Brother International Corporation and head of the company’s home appliance division.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product’s intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)®, the producer of the [International CES](#), the world’s largest consumer technology tradeshow. The Entrepreneur® Pro PR-1000 from Brother will be displayed at Booth #3413 during the 2011 International CES, which runs January 6-9, 2011 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 4.

For more information on the Entrepreneur® Pro PR-1000, or to find a local Authorized Brother Innov-is Dealer, visit the home sewing and embroidery pages of [www.brother.com](http://www.brother.com) or call 1-800-4-A-BROTHER. To find Brother on Facebook, visit [www.facebook.com/BrotherSews](http://www.facebook.com/BrotherSews) and to follow Brother on Twitter, visit [www.twitter.com/BrotherSews](http://www.twitter.com/BrotherSews).

#### Images of the Entrepreneur® Pro PR-1000:



#### 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](http://www.brother.com).

The Innovations Design and Engineering Award is based upon descriptive materials submitted to the judges. CEA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given.

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