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## FOR IMMEDIATE RELEASE

### **TWO HIGH-TECH SEWING AND EMBROIDERY MACHINES FROM BROTHER INTERNATIONAL CORPORATION EARN 'BEST BUY' STATUS FROM CONSUMERS DIGEST MAGAZINE**

BRIDGEWATER, NJ – Supporting its reputation as a leading supplier of innovative products for the home sewing enthusiast, Brother International Corporation recently received two prestigious 'Best Buy' awards in the sewing machine category from *Consumers Digest* magazine, a highly respected authority on value in the consumer marketplace. Following a comparison of all machines in the marketplace, the 'Project Runway' Limited Edition CE-5000PRW was rated a 'Best Buy' in the economy category of computerized sewing machines, and the Quattro™ 6000D (an innovative 4-in-1 sewing, embroidery, quilting and crafting machine), was rated a 'Best Buy' in the premium category of embroidery and sewing combination machines. The magazine awards its *Consumers Digest* 'Best Buy' seal to products which its staff judge to offer the most value for a given amount of money.

"We are appreciative of the recognition from *Consumers Digest* magazine for our sewing and embroidery machines in the economy and premium categories. This acknowledgment supports the fact that we produce quality, feature-packed, high-performance machines for every skill level—from the budget-conscious beginner to the vested enthusiast," said Dean F. Shulman, senior vice president of Brother International Corporation and head of the company's home appliance division.

The 'Project Runway' Limited Edition CE-5000PRW computerized sewing machine was credited by *Consumers Digest* for its stitch speed and stitch range, and was noted to be among the fastest models in its price range.

User-friendly features include automatic needle threading, super bright LED-lit work area, Quick-Set™ drop-in bobbin and fast bobbin winding system, and the ability to select computerized stitches on the LCD screen. With 50 built-in stitches (including 5 styles of one-step automatic buttonholes), the CE-5000PRW is perfect for the beginner and is priced appropriately. This machine is only available at Walmart and is priced at around \$139.97\*.

The Quattro™ 6000D, rated a 'Best Buy' in the premium category for embroidery and sewing combination machines, includes many innovative high-tech, user-friendly features that have raised the standard of sewing machines since its introduction in 2008. In the article that corresponds with the sewing machine review, *Consumers Digest* points out that the HD LCD touch screen, "on-board camera," and three built-in USB pots, define the advancements in sewing machine manufacturing, and empower crafters to accomplish the art of sewing, embroidery design placement, quilting and customization easier than ever before—and all of these features are included in the Quattro™ 6000D. Based on research from *Consumers Digest*, "The combination of the camera and snowman tool can turn what's typically a 30-minute task into a 5-minute task" when the InnovEye™ Technology (referred to as the "camera") is serving as a guide for more precise embroidery. *Consumers Digest* also notes the advantages for basic sewing tasks such as creating a consistent seam allowance automatically while sewing along the edge of fabric, and "reducing the guesswork when it comes to matching stitching lines or attaching buttons, because you can see exactly where the needle will fall." *Consumers Digest*

acknowledges that “No other model that has a camera also comes with software to create your own stitches, which is a great feature for fabric artists or avid quilters.” With the My Custom Stitch™ feature, a feature exclusive to Brother®, personalized stitches can be made directly on the HD LCD display from Sharp Corporation.

Consumers Digest’s Best Buy recommendations of the CE-5000PRW and the Quattro™ 6000D were part of the magazine’s article titled, ‘Changing Patterns: Sewing Machines Evolve’ in the February 2010 Issue. To learn more about the complete line of sewing and embroidery products and accessories from Brother, including the Quattro™ 6000D, visit the home sewing pages of [www.brother.com](http://www.brother.com) or call 1-800-4-A-BROTHER to locate an Authorized Brother Dealer.

Photo of the Quattro™ 6000D:



**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).

\*Prices set by dealer or retailer may vary.