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BROTHER INTERNATIONAL CORPORATION

News Release

FOR IMMEDIATE RELEASE

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Brother Appointed Official Garment Printer Provider for EmbroidMe Franchise Network

BRIDGEWATER, NJ – September 14, 2005. Brother International Corporation's Industrial Products Division (IPD), a global leader in the industrial sewing market, today announced that EmbroidMe, Inc. has selected Brother as their official garment printer provider for the EmbroidMe network. In addition to the full line of Brother industrial embroidery equipment, EmbroidMe will now be offering the Brother GT-541 inkjet garment printer to their franchisees. EmbroidMe, Inc., a privately owned company, is the world's largest embroidery franchise with more than 250 retail outlets in four countries.

"The explosive growth and emerging technology of apparel decorating has spawned numerous imitators, but none have the research and depth of Brother's garment printer and embroidery equipment," said John Pugsley, EmbroidMe Director of Public Relations. "We are very excited to be working with Brother to offer the GT-541 in a turn-key package. This innovative product will enable our franchisees to create new marketing opportunities for their businesses."

The GT-541 is a remarkable new garment printer that allows you to print directly from your computer, without all the set-up mess and high cost of traditional screen printing machines. This new "print-on-demand" inkjet printer prints on most garments in full color, in less than one minute for many designs, with a large 14" x 16" printable area. It's as simple to operate as a desktop printer, consistently delivers high resolution print quality, and the durable water-based inks withstand repeated washings.

"Brother International Corporation is focused on growing the GT-541 product strategically and building partnerships that will bring the GT-541 to more people to help them start or grow their business," said Matthew Rhome, Brother Marketing Manager. "We are delighted to be working with EmbroidMe to bring the GT-541 to the broadest possible global audience. EmbroidMe is clearly dedicated to providing its franchisees with cutting-edge products backed by excellent service."

Brother offers a full line of industrial sewing and embroidery machines, software, accessories, parts (PAS Store) and training from the single head to multi-head models. The company is recognized for its high-quality, state-of-the-art machines and accessories – offering ease-of-use and flexibility at competitive prices.

ABOUT BROTHER

BridgeWater, New Jersey, is the corporate headquarters for Brother in the Americas, (from Canada to South America) and has fully integrated sales, marketing services, manufacturing, and research and development capabilities located here in the U.S. In addition to its headquarters in New Jersey, Brother has facilities in California, Illinois, Massachusetts, and Tennessee as well as subsidiaries in, Ohio, Canada, Brazil, Chile, Mexico and Argentina.

ABOUT EMBROIDME

EmbroidMe is the leading full-service, custom embroidery, screen-printing, and promotional products franchise. For more information about EmbroidMe, please contact John Pugsley, Director of Public Relations, at 561-868-1474

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