

June 5, 2009

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FOR IMMEDIATE RELEASE

JANE'S SEW & SO TEAMS UP WITH BROTHER INTERNATIONAL CORPORATION AND BURDASTYLE.COM

***Project Runway Limited Edition Sewing and Embroidery Machine Helps
High School Senior Create a Couture Dress for Prom***

BRIDGEWATER, NJ– Emerald Light Pictures teams up with innovative sewing community and pattern web site BurdaStyle.com and sewing trendsetter Brother International Corporation for the inaugural episode of season two of the internationally syndicated sewing show for 'tweens' and teens, *Jane's Sew & So*. The episode, entitled, "Every Body Bodice," educates viewers on the skills needed to design and sew a couture garment – in mini, midi or maxi length – to fit any body type for any occasion, whether it's prom, a wedding - even the Academy Awards!

Host Jane Samson's daughter, Grace, draws inspiration from old Hollywood glamour to design, pattern-draft and sew a couture prom gown that's guaranteed to make "red carpet impact" when she enters the ballroom on her School President date's arm.

Utilizing couture sewing techniques she perfected as a design student in Switzerland, Jane coaches Grace through the creation of an "Every Body Bodice" that will be custom-tailored to accentuate Grace's form. Viewers can add these tips and techniques to their mental "Sewing Toolkit" to increase their confidence as designers, and mothers and daughters everywhere can emulate the close bond between Jane and Grace as they share this hallmark experience in Grace's life.

Grace chronicles her journey from inspiration to draping to pattern-drafting in her Prom Mini Series on the BurdaStyle.com blog. As an added bonus, the infinitely customizable "Every Body Bodice" pattern will be made available to the BurdaStyle community as a free download in conjunction with the episode's television airing, early June 2009.

Using the sleek and stylish *Project Runway* Limited Edition sewing and embroidery machine from Brother®, the LB6770 PRW, Grace expertly sculpts the lines of her couture gown on the television show then Jane surprises Grace with an embroidered silk stole she creates with the same Brother machine from an Open Source pattern downloaded from BurdaStyle in an exclusive "webisode" which will be available at www.janessewandso.com in conjunction with the episode's television premiere. For more information about the *Project Runway* Limited Edition line of sewing and embroidery machines, visit www.brother.com.

About *Jane's Sew & So*:

Sew Hip! Sew Cool! So Easy! Using "upcycled" materials, "Frankensteined" patterns and thrift store treasures to create fabulous fashion at a fraction of store prices, Jane Samson inspires her audience to experiment with their unique sense of style and develop their designer's eye.

So, whether it's a skirt made out of an old pair of jeans for a college-bound teen, funky purses crafted out of shrunken sweaters for two buddies on a budget, or a slick, silkscreened hoodie made out of two discarded jackets for a middle school skateboarder, Jane gives them all the necessary tools to design it, sew it, and make it their own!

Using 3D animations and multiple camera angles that put the viewer right in middle of the action, *Jane's Sew & So* offers 'tween and teens a relaxed and entertaining way to express themselves, increase their self-esteem and re-connect with family and friends while promoting Good Earth Stewardship.

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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.

About BurdaStyle.com:

Based on open source philosophy, the launch in January 2007 marked the formation of an all-new kind of resource for the sewing community. Offering over 220 copyright-free, downloadable patterns along with step-by-step instructions, tips and fixes, BurdaStyle has become an invaluable resource for the sewing community, encouraging people of all skill levels to join and allowing members to sell what they've created. BurdaStyle combines new technology with time-honored lessons to bring old fashion craft to a broader audience.

With its open-source philosophy, users of all skill levels are encouraged to share their patterns, comments, and expertise with one another. This creates an interactive destination: not just a website for information but a website with a strong and active community of over 200,000 active members

BurdaStyle was co-founded and is run by Nora Abousteit and Benedikta von Karaisl and was inspired by Burda Mode Magazine, which was founded by Aenne Burda in 1949. Burda patterns are recognized worldwide for their quality and consistency and, especially, for the incomparable accuracy of fit. Burda is the first established pattern publisher to offer its designs without copyrights. Their site, BurdaStyle.com offers these open-source patterns to the public at large as well as to independent designers and entrepreneurs. For more information, please visit the web site: www.BurdaStyle.com

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