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**FOR IMMEDIATE RELEASE**

## **BROTHER INTERNATIONAL CORPORATION INTRODUCES 'PROJECT RUNWAY' LIMITED EDITION LB6770 PRW SEWING AND EMBROIDERY COMBINATION MACHINE**

BRIDGEWATER, N.J. — An inspiration for modish mavens and fashionistas, Brother International Corporation introduces the "Project Runway" Limited Edition LB6770 PRW sewing and embroidery combination machine, the latest addition to its line of "Project Runway" Limited Edition machines. Engineered to expand the creative capabilities of aspiring fashion designers and trend-setting connoisseurs, the LB6770 PRW is the first "Project Runway" machine to carry embroidery, featuring chic embroidery designs for added customization and stylish appeal. The LB6770 PRW expands upon Brother's successful Project Runway lineup, which includes the Innov-ís 40 and Innov-ís 80 sewing machines.

"Embroidery accenting brings an incredible amount of differentiation and opportunity to a designer's palette," said Dean F. Shulman, senior vice president of Brother International Corporation and head of the company's home appliance division. "The new 'Project Runway' Limited Edition LB6770 PRW combines the sewing capability that a designer needs plus advanced embroidery features for embellishment that embodies a designer's touch."

As the first "Project Runway" Limited Edition machine to carry embroidery functionality, the LB6770 PRW is ideal for beginners to advanced enthusiasts. With plug-and-play capability, embroidery embellishment is accomplished with few steps and minimal skill. Brother innovation delivers high-tech performance and step-by-step instruction for beautiful embroidery work that any fashionista can achieve.

Inspiration comes standard with the LB6770 PRW and its included embroidery features, such as 70 built-in embroidery designs, five monogramming fonts and 120 frame pattern combinations. Stitching apparel is effortless with its advanced sewing features, including 67 stitch functions and 10 styles of one-step buttonholes. Set-up takes seconds and maneuvering fabric is a breeze with the Quick-Set™ bobbin, advanced needle threader and push-button automatic thread trimmer. Perfect for the cosmopolitan nature of the fashion industry, the LB6770 PRW includes an on-screen reference guide in 16 languages and a back-lit LCD touch screen. Also included with the purchase of the machine is custom fashion rolling luggage for toting the machine to classes, workshops, vacation and other destinations.

"Designers are artists," said Shulman. "They need a reliable, easy-to-use machine that will spark their creative impulse while delivering superior stitch quality. The LB6770 PRW expands the user's canvas with its breadth of built-in designs. The machine is intuitive so fashion artists can spend more time being creative and setting trends."

The first in the "Project Runway" line to carry embroidery capability, the LB6770 PRW brings a new realm of customization to a designer's genius. Embroidery and the art of embellishment bring added dimension, color, texture, imagery and sophistication to apparel. Those who aspire to create with fashion forward concepts and one-of-a-kind designs will find the LB6770 PRW an easy-to-use machine with advanced technology and leading innovation synonymous

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with the Brother brand. Priced at around \$500\*, the LB6770 PRW includes a built-in embroidery card reader, which provides access to Brother's library of thousands of optional embroidery designs. Even further, users can customize their own designs using Brother's optional embroidery software, PED-Basic®, for greater differentiation tailored to their unique vision.

In addition to the designer-friendly features, the LB6770 PRW offers embroidery editing capabilities, including the option to rotate images by one, 10 or 90 degrees and create mirror images. With a needle position adjustment feature, built-in card embroidery card slot, super bright LED light, stitch setting memorization, seven-point feed dogs and one-touch stitch selection, the machine will make any designer's dream a reality.

To learn more about the "Project Runway" Limited Edition line of machines from Brother, including the "Project Runway" Limited Edition LB6770 PRW, visit [www.brother.com](http://www.brother.com).

\*Prices set by dealers may vary.

#### **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 Ohio, Canada, Brazil, Chile, Argentina and Mexico. For more information you can visit the website at [www.brother.com](http://www.brother.com).

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