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FOR IMMEDIATE RELEASE

BROTHER INTERNATIONAL CORPORATION INTRODUCES THE LADIES FASHION & BEAUTY BAG COLLECTION

Four Versatile Bags that Provide Beauty, Sophistication, Style, Quality and Functionality

BRIDGEWATER, N.J.— Brother International Corporation has successfully paired storage with style while introducing a new line of fashionable, affordable, multi-use bags. The Ladies Fashion & Beauty Bags, or 'LFB' for short, prove to be the perfect accessory for anyone needing a smart storage solution while maintaining a stylish look. With four styles to choose from, there is an LFB perfect for any seamstress, embroiderer, quilter, crafter, scrapbooker, knitter, student, teacher, business woman, fashionista and virtually everyone in between. LFB models include an attractive trolley bag, spacious multi-function organizer, stylish handbag and a compact roll-up handbag.

"Every customer today is looking to get the most out of every purchase, and that's why our Ladies Fashion & Beauty Bags are perfect—they offer storage, organization, functionality and durability. Plus, the fashionable black and white dress-form print is timeless—so they will never be out of style," explains Dean F. Shulman, senior vice president of Brother International Corporation and head of the company's home appliance division.

The Trolley Bag: The sophisticated and stylish LFB trolley bag not only offers an incredibly smart storage solution for all on-the-go needs—the all-purpose rolling bag is designed to fit small sewing and embroidery machines, plus room for accessories in fifteen compartmentalized pockets. The front pocket even has room for your machine's embroidery arm and hoops. The LFB trolley bag is not only great for on-the-go seamstresses, embroiderers or crafters—it can be used for school, office, business or vacation travels. It could also be used as a laptop bag or as an overnight bag with room for clothes and a spacious outside pocket to store multiple pair of shoes!

The Multi-Function Organizer Bag: The amazing LFB multi-function organizer bag is ideal for storing all kinds of notions and accessories in one well-organized place. Twenty-five zippered accessory pockets in various sizes provide separate storage units for small items like sewing and embroidery feet and bobbins, while mid-sized pockets can store items such as thread or scissors. Large-sized items such as instruction manuals or books can be stored in the spacious front and back pockets. Removable Velcro pocket dividers make organizing (especially for travel) even easier. The storage pockets are water-resistant to ensure all contents are kept safe and dry—making the multi-function organizer perfect for electronics, software, hardware, chargers, beauty products, and jewelry—to name a few. If the twenty-five compartments aren't enough, pocket refills are available and sold separately.

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The Stylish Handbag: The highly fashionable LFB stylish handbag is brilliantly compartmentalized to provide the best spacious organizational system for everyday use. Designed with a variety of pocket sizes and elastic bands to hold items in place, the LFB handbag keeps every accessory where it belongs—which means no more searching and rummaging to find small items. The shape and compact size of the handbag makes it perfect as an everyday bag. It can easily organize your jewelry, makeup, electronics, office supplies, work supplies, and craft supplies in one stylish, compact, water-resistant bag. The leatherette handles make for easy and comfortable carrying.

The Roll-Up Bag: The exceptional LFB roll-up bag is extremely functional and unique. The design features four separate triangular sections which allow the bag to roll-up into a very compact shape to provide maximum storage and organization. The four accommodating pockets can be used for notions and accessories, craft, beauty or office supplies.

Each of the four versatile bags in the LFB Collection are made of woven, water resistant material and have a brushed tricot coating for protection against rain, sand, dust and snow. The beauty, sophistication, style, quality and functionality of the LFB bag collection make them a perfect accessory for any organized trendsetter. For more information on Brother sewing, embroidery, quilting and crafting products and accessories, visit the home sewing pages of www.brother.com, or call 1-800-4-A-BROTHER to find a local Authorized Brother Innov-ís dealer.

Images of the LFB Collection:



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Trolley Bag



Multi-Function Organizer



Stylish Handbag



Roll-Up Bag

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 Canada, Brazil, Chile, Argentina, Peru and Mexico. For more information, you can visit the web site at www.brother.com.

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