

April 19 2010

Media Contact:
Carolyn Woodside
516-935-4944
carolynw@egcgroup.com

FOR IMMEDIATE RELEASE

BROTHER INTERNATIONAL CORPORATION IS NOW A LICENSEE OF LAURA ASHLEY

Brother® Introduces a New Sophisticated Sewing Machine to Celebrate Licensing Agreement with Laura Ashley®

BRIDGEWATER, NJ – Brother International Corporation, the sewing industry's top innovator, and Laura Ashley, Inc., the quintessential English fashion and home furnishings brand known for its classic styling and clean lines, have formed a relationship. Brother has become an official licensee of Laura Ashley, and in celebration they have created a Laura Ashley *Limited Edition* NX-2000, a multifunction sewing and quilting machine that is rich with features and built-in stitches. The NX-2000 will be available for purchase at Authorized Brother Innov-is Dealers throughout the nation in June.

The new Laura Ashley *Limited Edition* NX-2000 machine—decorated with signature Laura Ashley floral motifs in chalk pink and white—will entice sewing, quilting and DIY home decorating enthusiasts with its high-end embellishment capabilities. These include a total of 460 stitches – 430 built-in and 30 on CD – to help designers create Laura Ashley-inspired items with ease. Not only is the NX-2000 an impressive, innovative, high-quality sewing and quilting machine, but it is ideal for empowering creative minds to fashion beautiful, Laura Ashley-inspired pieces—so everyone can have a touch of English in their home décor, clothing and accessories.

DIY devotees will love using the new NX-2000 and its powerful features to freshen their home décor by “upcycling” existing furnishings with new embellishments, or cozying up a room with a new quilt, pillow or other custom-made decorative projects. The three specialty feet included provide more control, greater visibility and ease for echo quilting while the oversized work area and large extension table accommodate projects of virtually any size. The NX-2000 is perfect for stitching quilts with varying fabric types, appliqués or embellishments when the AHA® Automatic Height Adjuster™ feature is turned on. The AHA® feature continuously detects the fabric thickness and automatically adjusts the presser foot pressure to ensure beautiful, precise, even stitching. Plus, the pivot function makes turning intricate corners easy. The intuitive features of the NX-2000 make sewing and quilting easier than ever and ensure that every project can have impeccable detail with clean lines and unique style.

Billed as having English sophistication built into every stitch, the Laura Ashley *Limited Edition* NX-2000 helps the user to create sophisticated, professional sewing effects with its specialty accessories. These include a bobbin case engineered for bobbin-work stitching with specialty threads, a circular attachment accessory for creating precise circles of varying sizes highlighted with decorative stitches and threads, and task-specific machine feet for appliqué and better control of seams and top stitching.

“Sewing and quilting enthusiasts and DIY decorators crave that ‘ta-da’ moment where their dreams and creative reality come together.” says Dean F. Shulman, senior vice president of Brother International Corporation and head of the

company's home appliance division. "Our new Laura Ashley *Limited Edition* NX-2000 is the tool for creative accomplishment and high-quality sewing and quilting results."

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. The Brother Home Appliance Division, headquartered in Bridgewater, NJ, sets the standard for innovation in sewing, embroidery and quilting technology and machinery.

Laura Ashley is a much-loved global tastemaker in fashion, fabric and home furnishings—its roots set in mid-twentieth century England. Because of its clean, but feminine, styling and Victoriana flavor, the company has become known for its exciting reinvention of the traditional. In November of 2009, Laura Ashley was ranked 29th among all consumer brands, third among fellow lifestyle brands Ralph Lauren and Liz Claiborne, from a survey conducted by Home Furnishing News (HFN).

The new Brother-Laura Ashley relationship is all the more exciting because both companies are known for their commitment to high-quality craftsmanship and design. To learn more about the complete line of sewing and embroidery products and accessories from Brother, including the new Laura Ashley NX-2000, visit the home sewing pages of www.brother.com or call 1-800-4-A-BROTHER to locate an Authorized Brother Dealer.

Laura Ashley *Limited Edition* NX-2000



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.

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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.

About Laura Ashley:

Laura Ashley, Inc., headquartered in Fort Mill, S.C., concentrates on licensing the Laura Ashley® brand name in North and South America. The company strives to be the ultimate destination brand for women's wear, children's wear and home furnishings. Current licensees include Russell-Newman, Inc., Signature Eyewear and Revman International. For additional information, visit www.lauraashley-usa.com.