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FOR IMMEDIATE RELEASE

DO IT YOURSELF WITH DISNEY® DESIGNS

Brother International Corporation Introduces New Sewing & Embroidery Machines with Built-in Disney® Designs

BRIDGEWATER, NJ – Since 2001, Brother International Corporation has been an exclusive licensee of classic Disney® characters including Mickey Mouse™, Disney® Princesses, Winnie the Pooh™, and popular Disney/Pixar® movie characters such as “Cars,” “The Incredibles”, “Toy Story”, “Finding Nemo” and “Monsters, Inc.”, just to name a few. For years crafters have accessed these characters for use in sewing and embroidery projects through optional Disney® embroidery cards, or from built-in Disney® embroidery designs included in select Brother® sewing and embroidery machines. Due to the popularity of these timeless and trendy characters, Brother has introduced three new sewing and embroidery machines that include a multitude of built-in Disney® designs: the Innov-ís 2800D, Innov-ís 1250D and PE-780D.

All three new machines include intuitive features designed to save time. Such features include:

- Embroidery editing capabilities
- Built-in stitches and embroidery designs, including Disney® designs
- An embroidery card slot providing access to thousands of optional Brother embroidery designs

In addition, for easy file transfers and upgrades, each machine is also equipped with a USB Port.

“Achieving customization and personalization with popular Disney® characters is easy to do with embroidery. It’s a great way to embellish favorite t-shirts, backpacks, jeans or home décor items and it is also more affordable to embellish existing items rather than purchasing new ones. In today’s economy this is important to everyone,” explained Dean F. Shulman, senior vice president of Brother International Corporation and head of the company’s home appliance division.

The Innov-ís 2800D

Enhanced Features of the Innov-ís 2800D include 314 built-in sewing stitches, 340 embroidery designs including 129 designs featuring Disney® characters, 10 embroidery lettering fonts and three sewing lettering fonts. An oversized LCD color touch screen allows for easy editing of designs. With a simple touch of the screen, stitches, embroidery patterns and tutorials can be selected, as can powerful editing features such as layout adjustment, pattern rotation, mirror imaging and scaling for embroidery accuracy. Once a design is edited, it can be embroidered on a maximum 10” x 6” embroidery field using large or extra-large hoops. Many designs can be saved to the memory of the machine for future use, or exported to a computer or USB memory stick by using the built-in dual USB ports. Additional time saving features of the Innov-ís 2800D include easy-to-see needle plate measurements for accuracy, free-motion stitching and included specialty feet. For fast and easy fabric manipulation, the pivoting function allows the presser foot to automatically lift as the needle remains lowered. The Automatic Height Adjuster™ (AHA™) feature achieves perfectly formed stitches over a variety of fabric thicknesses, making the Innov-ís 2800D perfect for stitching quilts with varying fabric types, appliqués or embellishments.

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The Innov-ís 1250D:

The Innov-ís 1250D also features a variety of built-in stitching and embroidery designs. These include 145 built-in sewing stitches and 171 embroidery designs, 35 of which feature Disney® characters. For lettering customization, there are six embroidery lettering fonts and three sewing lettering fonts. For unlimited stitch designs and added creativity, the My Custom Stitch™ feature provides the ability to create unique stitches. To easily add buttons to any project, the Innov-ís 1250D includes 10 one-step buttonhole styles, a specialty foot and sewing attachment stitch. On-screen editing can be used to reduce or enlarge stitches or patterns, or to add lettering to fit the 5" x 7" embroidery field. For larger projects, the embroidery field can be expanded to 12" x 5" with the optional multi-position embroidery frame. Other convenient, time-saving features include the advanced needle threading system that automatically threads the needle, automatic thread trimming system that cuts threads between color stitch blocks, and adjustable embroidery and sewing speeds.

The PE-780D:

As an option for those that prefer to dedicate all embroidery projects to one machine, the new PE-780D is a perfect choice. This embroidery-only machine offers 188 built-in embroidery designs, including 52 designs featuring Disney® characters and six embroidery lettering fonts that can be selected on the backlit LCD touch screen. Ten built-in frame shapes and 12 border styles put the finishing touches on any embroidery design. With embroidery editing, patterns can be rotated to fit in the 5" x 7" embroidery field. Like the Innov-ís 1250D, the embroidery field can be expanded to 12" x 5" with the optional multi-position embroidery frame. The PE-780D also includes the convenient advanced needle threading system, enabling the needle to be threaded with the push of a lever.

For the past eight years, Brother has been providing beautiful Disney® embroidery designs for customers to enjoy. In 2001, Brother received the prestigious Disney® Vendor of the Year Award, which recognized the efforts of producing precise, detailed portrayals of Disney® characters through digitized embroidery designs. Brother is proud to continue to show their commitment to the art of embroidery by including a multitude of built-in designs featuring Disney® characters in these three new machines. To test drive any of the newest models, view the thousands of optional Brother embroidery designs, and get tips or project ideas, visit www.brother.com to find a local Authorized Brother Innov-ís dealer.

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.

©Disney. Based on the "Winnie the Pooh" works, by A.A.Milne and E.H.Shepard ©Disney/Pixar
Disney and Disney/Pixar embroidery cards are compatible only with Brother-branded home embroidery machines with a Disney nameplate.

Suggested Projects Featuring Disney® Designs Include:



Mickey Mouse™ and Donald Duck™ Placemat



Winnie the Pooh™ Place Setting



Snow White Apron



Buzz Lightyear Hat



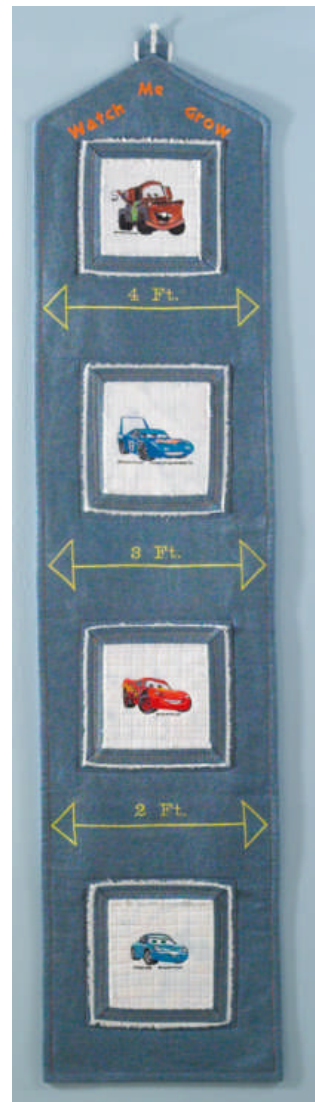
Mickey Mouse™ and Friends Baby Items



“Cars” Backpack and T-Shirt



“Finding Nemo” Quilt



“Cars” Growth Chart