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BROTHER INTERNATIONAL CORPORATION

# News Release

## FOR IMMEDIATE RELEASE

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### **Brother International Corporation Announces Powerful PDQ Design and Print Solution for GT-541 Inkjet Garment Printer Owners**

BRIDGEWATER, NJ – June 16, 2008. Brother's Industrial Products Division, a global leader in the industrial sewing market, announced they are getting ready to release a powerful new design tool, PDQ (Professional Designs Quickly), to enable GT-541 users to quickly and easily create high quality designs at affordable prices – eliminating the high learning curve associated with hard-to-learn graphics programs.

The Brother PDQ solution consists of three dynamic components: PDQ Design, PDQ Design Service, and PDQ Print. PDQ Design is a powerful, yet simple-to-use, graphics layout and design program that enables users to quickly compose and customize printable layouts. The software connects users to a vast online library of licensed images through the Brother PDQ Design Service, which is available 24/7. Users also have the option to use their own designs in conjunction with the PDQ Design Service. For instance, users can insert a customer-provided photo into a frame downloaded from PDQ Design Service. These images, created by the world's leading providers of artwork, have been optimized specifically for printing with the GT-541 inkjet garment printer. PDQ Print captures the layout designs created in PDQ Design and sends them to the GT-541 printer, while managing and controlling all print jobs.

- Choose from a selection of thousands of images: 24/7 access to thousands of beautiful, original designs created by some of the industry's best art houses. There is no cost to the user unless they actually print the design. Browse images by collection, topic, keyword, or most popular, eliminating hours of searching through multiple sources for art.
- Quick and easy customization with a simple layout tool: only minimal computer graphic skills are necessary. Users compose their own designs using stock layout templates created for a variety of sizes and orientations of garments and other products. Import images or use existing ones, add text and borders, edit, scale, flip or change the alignment.
- Perfect for a retail shop or kiosk location: allows customers to create their own designs. Customers enjoy playing a direct role in the creative process, which will shorten the design/approval process.

“Many shops may not have the financial means or the knowledge to utilize today’s graphic design software packages. They also often struggle to find affordable high-quality artwork that is appropriate for use in garment printing, and have concerns about trademark and copyright rules. The PDQ software is a powerful value-added solution designed specifically to address these challenges for GT-541 customers, further demonstrating Brother’s commitment to our customers,” said Mandy Nagy, Brother E-Commerce Product Manager, IPD Division. “The software offers the powerful combination of a simple design and layout application, a basic order monitoring feature, and an impressive gallery of affordable artwork, all in one package. It’s an incredibly effective tool that our customers will be able to leverage to enhance their productivity, as well as to creatively market and grow their business.”

PDQ is provided to all GT-541 owners. The Brother GT-541 inkjet garment printer prints up to 14” x 16” graphics, is simple to operate and prints beautiful, lifelike high-resolution full color graphics using water-based pigment inks that withstand repeated washings.

Brother offers a full line of industrial sewing, embroidery machines and the digital direct to garment inkjet printer, software, accessories, parts (PAS Store) and training from the single head to multi-head models. The company is recognized for its high-quality, state-of-the-art machines and accessories – offering ease-of-use and flexibility at competitive prices.

#### **ABOUT BROTHER**

Bridgewater, New Jersey, is the corporate headquarters for Brother in the Americas, (from Canada to South America) and has fully integrated sales, marketing services, manufacturing, and research and development capabilities located here in the U.S. In addition to its headquarters in New Jersey, Brother has facilities in California, Illinois, Massachusetts, and Tennessee as well as subsidiaries in Ohio, Canada, Brazil, Chile, Mexico and Argentina.

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