



News Release

FOR IMMEDIATE RELEASE

Contact: Lisa Pross
Phone: (908) 252-3279
Lisa.Pross@Brother.com

Brother® Invites Garment Decorators to Turn Their Old Garment Printer Into a Cash Machine!

Trade in your old digital garment printer and get \$5000 off a new Brother GT-541 digital garment printer.

BRIDGEWATER, NJ – April 16, 2009. Brother International Corporation's Industrial Products Division, a global leader in the industrial sewing market, announced they are continuing their digital garment printer trade-in program that would give garment decorators the opportunity to trade-in their qualifying garment printer towards the purchase of a new Brother GT-541 digital garment printer through June 30, 2009.

The program is simple: decorators can trade in their old (qualifying*) digital garment printer and they'll receive \$5,000 off the purchase of a new Brother GT-541 digital garment printer. Brother is currently offering this promotion until June 30, 2009. (Visit www.brother.com for more information and terms and conditions).

With more and more businesses facing financial challenges during the recent economic climate, Brother International Corporation continues to leverage its strength, stability, reputation and commitment to provide "At Your Side" support to their customers. This trade-in initiative allows decorators to upgrade their equipment to Brother quality, plus they'll be assured great customer service, technical support and a wide range of affordable supplies from a strong and stable company.

"Brother is really committed to helping and supporting those affected by the current economic conditions. We are offering a way for customers to upgrade to a Brother GT-541 by trading in their current machines. We care about every garment decorator, and this trade-in program will allow us to help them," said Peter Holland, Senior Director and General Manager, Brother International Corporation.

More -

Brother GT-541 Trade-in Program – Page 2

Models that qualify and are accepted for eligibility in the Trade-in Program are available at www.brother.com. Inquire with Brother about other brands not listed on the website.

Brother offers a full line of industrial sewing and embroidery machines, 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 International Corporation

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 California, Canada, Brazil, Chile, Mexico and Argentina.

#

For further information:

Lisa.Pross@Brother.com

Phone: (908) 252-3279