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FOR IMMEDIATE RELEASE

## Brother International Corporation Named Official Sewing & Embroidery Licensee of *Project Runway* Season Five

BRIDGEWATER, N.J. — “Either you’re in or you’re out” for Heidi Klum and her entourage of renowned judges on *Project Runway*, and Brother International Corporation is “in” for season five. Returning as the Official Sewing and Embroidery Licensee for the popular fashion, reality television show, season five marks Brother’s second year as a licensee.

Brother’s relationship with *Project Runway* has been cited as one of the most successful product integration agreements in television show history. Brother has seen tremendous branding exposure since being named a licensee for season four. Viewers tune in each week to watch show contestants race against the clock, perfecting every last thread with Brother sewing machines. As Tim Gunn gives the aspiring designers their final countdown, viewers see a Brother-branded clock tick away, revealing those last, crucial minutes before their designs are strut down the runway.

“*Project Runway* has brought incredible publicity to the Brother brand,” said Dean F. Shulman, a senior vice president of Brother International Corporation and head of the company’s home appliance division. “Brother dealerships are experiencing younger and younger customers who want the ‘Project Runway machine.’ Acquainting new customers with Brother sewing and embroidery products is invaluable.”

In conjunction with season four, Brother introduced its *Project Runway* Limited Edition series sewing machines. Available at Authorized Brother Innov-ís Dealers, Brother *Project Runway* machines boast advanced features and built-in designs perfect for ultimate customization. With 40 built-in stitches including five styles of one-step buttonholes, variable speed control, super-wide stitch selection and seven-point feed dogs, the *Project Runway* Limited Edition Innov-ís 40 imparts style and panache to designer creations. Skilled sewing room veterans find the added capabilities of the *Project Runway* Limited Edition Innov-ís 80 ideal for intricate stitch work and monogramming flair. The Innov-ís 80 includes the features and functionality of the Innov-ís 40 plus 40 additional built-in designs, including five one-step buttonholes, 55 alphanumeric characters and the ability to combine stitches.

“Staying on board for season five was an obvious choice,” said Shulman. “*Project Runway* has propelled Brother into the fashion industry giving designer enthusiasts the machines they need to fashion stylish apparel. For over 50 years Brother has supplied leading innovation and superior technology to sewing and embroidery enthusiasts. With *Project Runway*, Brother has greater clout within the design industry.”

Tune into *Project Runway* season five airing Wednesdays on BRAVO at 9 EST/8 CDT. For more information about Brother’s extensive product line including its *Project Runway* Limited Edition sewing machines, visit [www.brother.com](http://www.brother.com). For more information about Brother and *Project Runway* visit [www.projectrunway.com](http://www.projectrunway.com).

### 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<sup>®</sup> machines, P-touch<sup>®</sup> 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 Ohio, Canada, Brazil, Chile, Argentina and Mexico. For more information, you can visit the web site at [www.brother.com](http://www.brother.com).

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