

October 19, 2009

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FOR IMMEDIATE RELEASE

BROTHER INTERNATIONAL CORPORATION LAUNCHES NEW MICROSITE EN ESPAÑOL *Brother® Makes Shopping Easier for the Spanish Speaking Consumer*

BRIDGEWATER, NJ— For those who have dreamed of becoming the next renowned designer like Carolina Herrera or Oscar de la Renta, Brother International Corporation provides the tools that could make that dream come true. To better communicate the features and potential of Brother sewing, embroidery and quilting machines to Spanish speaking customers across the U.S., Brother has introduced a new, user friendly microsite that outlines the features of their top-selling machines in Spanish. For years, Brother has been supplying feature-packed, reliable, affordable, easy-to-use machines that facilitate the art of sewing, embellishment, quilting and garment construction. With the addition of the new microsite, Brother hopes to support the Spanish speaking customer in their venture to learn about the machines in their native language.

“We developed this microsite to make our sewing, embroidery and quilting machines more accessible to our Spanish-speaking customers. We hope that this microsite appeals to, and easily assists, those that prefer to shop and read in Spanish,” stated Dean F. Shulman, senior vice president of Brother International Corporation and head of the company’s home appliance division.

The new Spanish microsite offers a selection of machines perfect for every skill level—whether a customer is a beginner looking to learn a new craft, a sewing room veteran looking for an advanced machine, or even an entrepreneur interested in starting a home-based embroidery business. It is updated with the latest machines recently introduced this fall, including the new Entrepreneur™ PR-650, Innov-ís 2800D, Innov-ís 1250D, PE-780D and PE-770. For those interested in learning about these machines and many other Brother sewing, embroidery and quilting machines in Spanish, click on the ‘en Español’ link on the home sewing pages of www.brother.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® 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.