

May 19, 2009

Media Contact:
Carolyn Woodside
516-935-4944
carolynw@egcgroup.com

FOR IMMEDIATE RELEASE

ECONOMIC TIMES LEAD MANY TO STITCH TOWARD A STIMULATING BUSINESS OPPORTUNITY

BRIDGEWATER, N.J. — In today's economy, many people may be looking for another business opportunity or form of income. For those looking to sew up some extra income, a home-based embroidery business can be a terrific option. And with the right equipment from Brother International Corporation, getting started is even easier than it may "seam".

Best of all for those just getting started, initial costs to get an embroidery business started can be relatively low. All you need is a good workspace, your designs and, of course, a Brother® embroidery machine. The state-of-the-art Brother® PR-620 is a versatile, compact embroidery machine that fits in your home yet is portable enough to take on the road. With advanced features and its attractive price, the PR-620 will help make those big dreams a reality with just a small investment.

In addition to the added cash flow, benefits include:

- Flexible hours—Work part-time, full-time, mornings, evenings, weekends, after the kids have gone to bed or before they come home from school.
- Manageable investments—Since you're the boss, you have control over your expenses and prices.
- Specific customers—School sports, favorite pastimes, interior design, items for pets, corporate identity apparel, weddings, graduations, new babies, family reunions—the possibilities for selling your products are virtually endless.

From there, you can start to transform everyday things into unique, personalized items such as:

- Corporate Apparel—Embroider logos on shirts, jackets, sweatshirts, uniforms, bags and aprons, so employees can feel company pride on the job or at home.
- Customized Caps—From Little League and sports teams to mementos from corporate events, you could create unique and personalized caps that are great keepsake items. (An additional cap frame attachment is sold separately, but is required to embroider on caps.)
- Personalized Gifts—Give an everyday item a one-of-a-kind touch with embroidered bags, blankets, denim jeans, clothing, towels, luggage tags and golf club covers. There is something for everyone and what is better than a custom made gift?

All this and more is possible with the six-needle PR-620, which incorporates all the user-friendly functions of a Brother home-embroidery machine with the versatility, speed and professional finish of a commercial model. It gives you power and technology, yet is incredibly easy to use—making it an excellent choice for using to start your own business.

-more-

“Brother dealers throughout the country have been holding informative “Start Your Own Embroidery Business” seminars to educate their local community about the business potential that is possible with the PR-620. We hope that these events help their business as well as the community members who may be looking for a new, affordable and flexible business opportunity,” explains Dean F. Shulman, senior vice president of Brother International Corporation and head of the company’s home appliance division.

These seminars include helpful hints about the PR-620, as well as money-making ideas such as using the machine to create unique gifts. By focusing on the holidays, such as Christmas, when many people are looking for one of a kind, personalized gifts, the earning potential is endless. “The spring is a perfect time to start growing a business. By the time fall comes, you could have various samples to show interested customers looking to place holiday orders,” suggests Shulman.

There are many optional accessories available that can provide added capabilities and convenience when working with the PR-620. Some popular accessories include a cap frame attachment for embroidering on all styles of caps and visors, a flat frame for accommodating large, bulky items such as jacket backs, a cylinder frame for hard-to-hoop items like golf club covers, wine gift bags and patches on sleeves without disassembling the seams, a portable case for easy lifting and travel, and a metal stand with locking wheels for easy moving and storage room. However, the most essential accessory for those just getting started is the PR-620 starter kit. This kit includes all of the basic supplies needed to start embroidering immediately such as needles, adhesive spray, thread, business-friendly designs, blank cap, stabilizer sheets and more.

To further educate interested entrepreneurs and explain the potential of the PR-620, Brother has launched a free information website that includes tips on starting your own home-based embroidery business. This resource includes a profit calculator, benefits, potential customers, testimonials and even a list of useful links that may help in starting your own embroidery business. To access this site visit www.brother-usa.com/BeYourOwnBoss.

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/Pixar

Photo of the PR-620 with sample garments:



###