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BROTHER INTERNATIONAL CORPORATION

News Release

FOR IMMEDIATE RELEASE

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Brother International Corporation and Storefront.com Announce End-to-End Photo Gift Kiosk Solution

*Pairing inkjet garment printing with photo imaging
software offers retailers a new profit center.*

BRIDGEWATER, NJ – March 13, 2008. Brother’s Industrial Products Division, a global leader in the industrial sewing market, and Storefront.com, a leading developer of business software and services directly related to the Digital Imaging and Kiosk industries, today announced a joint marketing effort to provide turnkey end-to-end digital imaging and printing solutions to the photo industry.

Storefront.com has been successfully providing photo kiosk interface products, including seamlessly integrated front-end design tools, to many Fortune 500 retailers. Their Print and Gift Station is a photo kiosk application that accepts orders for photographic prints and other products made from consumer images and can be run as a stand-alone kiosk or be operated in a staff assisted manner. Combining Storefront.com’s kiosk products and the Brother GT-541 would allow customers to upload photos, edit them, add text, and print on garments – in a matter of minutes (heat press required). 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. Images can be supplied on memory cards, USB devices, CDs/DVDs, Camera phones, PDAs, digital cameras, or scanned. The customer can then edit and enhance their images by adjusting color, brightness and contrast; removing red eye, cropping, rotation, and automatic color correction directly from the convenient touch screen. Adding text is easy, and there are many font, color, and text enhancement features available. The order management feature completely controls the ordering and payment processes, including adding the appropriate taxes and providing customer receipts.

Retailers can increase sales by providing additional service offerings, improve profit margins with higher margin products, improve service with product previews available prior to printing, and secure credit card processing.

“Storefront’s VP of Sales and Marketing notes, “The pairing of Brother’s revolutionary, direct-to-garment inkjet printer with Storefront’s award-winning, photo-kiosk software creates a very powerful retail solution that provides retailers and franchise owners new opportunities in retail imaging.”

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.

ABOUT STOREFRONT.COM

Storefront.com is a developer of business software and services directly related to the Digital Imaging and Kiosk industries. Storefront.com has developed extensive, varied and robust tools for the photo industry, currently in use internationally by large multi-outlet networked lab operations. Storefront.com also develops rich, efficient multiple use digital content retail systems. Located in Vancouver, Canada, with clients worldwide, Storefront's goal is to deliver creative solutions that optimize their client's needs, enabling results far beyond their expectations. For more information, visit www.storefront.com.

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