



◀ **News Release**

FOR IMMEDIATE RELEASE

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Brother® Offers ‘Cash for Trash’ Promotion for Garment Printers and Now Dye-Sublimation Printers!

Brother is offering \$5,000 off the purchase of a new GT-541 or GT-782 when you trade in your old garment or dye sublimation printer, regardless of condition!

BRIDGEWATER, NJ – October 29, 2009. Brother International Corporation’s Industrial Products Division, a global leader in the industrial sewing market, announced they are offering a new ‘Cash for Trash’ promotion. When you trade in any garment or dye-sublimation printer, Brother will take \$5,000 off the purchase price of a new GT-541 or GT-782 direct-to-garment inkjet printer.

This offer is valid for all qualifying new Brother GT-541 or GT-782 digital garment printer purchases between November 1, 2009 and December 31, 2009. (Visit www.brother.com for more information and terms and conditions).

"Through this ‘Cash for Trash’ program, garment decorators can receive \$5,000 off the purchase of a new garment printer simply by trading in their unwanted printer. Brother is providing a tremendous solution to garment decorators whose garment or dye-sublimation printers no longer have a useful purpose," said Peter Holland, Senior Director and General Manager, Brother International Corporation.

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.

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