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BROTHER INTERNATIONAL CORPORATION

News Release

FOR IMMEDIATE RELEASE

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Brother International Corporation Named Inkjet Garment Printer Supplier by the Chicago White Sox *Brother Helps Launch the Majestic Custom T-shirt Shop*

BRIDGEWATER, NJ – June 7, 2007. Today Brother International Corporation's Industrial Products Division, a global leader in the industrial sewing market, announced they have been chosen as the on-demand inkjet garment printer supplier to the Chicago White Sox for their new Majestic Custom T-Shirt Shop, which officially opened on Opening Day this year.

Wanting to maximize underutilized space within the lower concourse of U.S. Cellular Field, Brooks Boyer, White Sox Vice President and Chief Marketing Officer, envisioned a store where fans could go and buy a custom printed shirt – while they waited. They chose the Brother GT-541 because of its printing speed, ease of operation, and helpfulness of Brother Staff, especially Steve Hobbs, Brother Northeast Regional Sales Manager (IPD Embroidery Systems), and Lawrence Davenport, Brother Supervisor, Technical Support (IPD Embroidery Systems). "Although we saw other "similar-type" machines, the Brother product just blew us away. We saw the demo and knew immediately that the GT-541 was the machine for us," exclaimed Michael Spidale, White Sox Director of Purchasing.

The White Sox wanted to have the store fully operational in time for Opening Day on April 2, 2007. Brother installed the units, provided training for the staff, and Opening Day was a resounding success. "Right from the very beginning Brother partnered with us. In fact, we feel like they're more a partner than vendor to us. For example, on Opening Day, Steve Hobbs and Lawrence Davenport hopped behind the counter to help the Sports Service people take and fill orders. It was hugely successful – the fans loved it!" Michael said. The Majestic Custom T-shirt Shop offers fans both preprinted shirts, or they can pick a design and wait while it prints. "It prints amazingly fast. That's the only reason this works, because the fans want to get right back to the game. Our in-house design staff can quickly print shirts that reflect events of the game, for instance when our pitcher throws a no hitter, and the fans can't wait to buy up those shirts," Michael continues.

"This is a tremendous way for us to market the White Sox brand while providing us with a very significant additional profit center which hasn't even come close to reaching its potential yet," said Brooks Boyer.

The store's success is attributed to several factors, including the in-house design staff's ability to create fantastic artwork, great marketing, and the fact that the new store is a great fit for the stadium. Although it has only been open for a short time, Brooks and Michael are already contemplating adding additional GT-541 printer units to accommodate the increased volume and anticipated growth.

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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.

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