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BROTHER INTERNATIONAL CORPORATION

# News Release

## FOR IMMEDIATE RELEASE

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### **Brother International Corporation's PAS Store Launches New e-Commerce Website**

*Customers can now order sewing, embroidery, and inkjet garment printing parts,  
accessories and supplies online – 24/7 – at [www.brothermall2.com](http://www.brothermall2.com)*

**BRIDGEWATER, NJ** – August 14, 2007. Today Brother International Corporation's Industrial Products Division, a global leader in the industrial sewing market, announced that they have completed the development and launch of a new e-commerce website for their PAS Store at [www.brothermall2.com](http://www.brothermall2.com). Designed by the company's in-house designers and programmers, this new website is a secure e-commerce site which sells sewing, embroidery and garment printer parts, accessories and supplies from many manufacturers, including Gunold, Madeira, HoopMaster, Organ Needles, Jiffy Steamer, Brother genuine parts, and many more.

"The launch of this site is part of our global corporate strategy to make the products we sell readily available to our customers. The major upgrade to the [brothermall2.com](http://brothermall2.com) website offers many advantages for our customers. It allows us to offer more products, offer specials and discounts, makes it easier for customers to place orders, and provides better communication with our customers," stated Peter Holland, Senior Director and General Manager, Brother International Corporation.

The PAS Store website offers customers a wide variety of products including thread, hoops, frames, sprays, ink cartridges, and needles, cap frames, platen sheets, scissors, lights, and backings. In addition, visitors can readily access trade show and Brother University schedules, technical assistance, locate sales representatives, and can learn more about Brother's products. The new website accepts all major credit cards including MasterCard, Visa, American Express and Discover.

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,

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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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