



100 SOMERSET CORPORATE BOULEVARD, BRIDGEWATER, NJ 08807-0911 TEL 908-704-1700 FAX 908-704-8235
BROTHER INTERNATIONAL CORPORATION

News Release

FOR IMMEDIATE RELEASE

Media Contact: Gigi Horowitz
Phone: (212) 532-5151 Ext 219
gilkay@msanewyork.com

Brother Contact: Lisa Pross
Phone: (908) 252-3279
Lisa.Pross@Brother.com

Brother Celebrates GT-541 Garment Printer Road Show Success

BRIDGEWATER, NJ – August 1, 2005. Brother International Corporation's Industrial Products Division, a global leader in the industrial sewing market, today announced that their 14-city cross-country road show to demonstrate the new GT-541 inkjet garment printer, was extremely successful and attendance exceeded company expectations. These road shows provided a hands-on, educational forum for attendees to learn about the operational and technical aspects of the GT-541 garment printer and how to build a business around "on demand printing".

The GT-541 is a remarkable new garment printer that allows you to print directly from your computer, without all the set-up mess and high cost of traditional screen printing machines. This new "print-on-demand" inkjet printer prints on most garments in full color, in less than one minute for many designs, with a large 14" x 16" printable area. It's as simple to operate as a desktop printer, consistently delivers high resolution print quality, and the durable water-based inks withstand repeated washings.

"The turnout has consistently exceeded our expectations for each show. It's a great opportunity for people to see and operate the machine in person, and to experience how fast it prints and the fantastic quality," said Matthew Rhome, Brother Marketing Manager. Attendees were encouraged to bring their own digital designs to print on T-shirts so that they could experience first-hand the great print quality, the ease of operation, and the ultra-soft feel of the printed garment. Brother technicians were available to personally address and answer any questions or concerns.

"The GT-541 road shows have proven to be highly successful. We have been able to demonstrate hands-on for our customer base, using their artwork samples, creating a real production experience for them," said Peter Holland, Brother's Senior Director of Sales and General Manager.

Due to the success of these road shows, additional dates and cities will be added. For more information on the GT-541 or to learn about a road show in your area, call 800-432-3532 or visit www.brother.com.

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

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.