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BROTHER INTERNATIONAL CORPORATION

News Release

FOR IMMEDIATE RELEASE

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Brother Announces 'Brother University' 2005 Schedule of Industrial Embroidery Classes

BRIDGEWATER, NJ – January 18, 2005. Today Brother International Corporation's Industrial Products Division, a global leader in the industrial sewing market, announced its 'Brother University' 2005 schedule of three-day seminars being held in various locations across the country. The seminars, which are taught by industry professionals, help start-up businesses as well as established embroiderers master the basics and learn highly specialized techniques.

The 2005 Brother University schedule will be held in the following cities on the designated dates: Bartlett, TN (Brother's state-of-the-art Distribution Facility), February 16-18; Sacramento, CA, May 4-6; Springfield, MA, June 15-17; Fort Wayne, IN, July 20-22; Atlanta, GA, October 19-21; and Tulsa, OK, November 9-11. On the Saturday following each Brother University seminar, Brother is offering their 'Machine Maintenance' seminar with the option for attendees to choose either the regular maintenance seminar, or Brother's new 'How to use your PR-600C' seminar.

The three-day seminar will cover many embroidery and business management topics, including thread knowledge, needle types and usage, backing and topping materials, hooping various products, design placement, stitching designs, sourcing supplies, pricing management, goal setting, production management, and marketing strategies.

Throughout the classes, attendees have the opportunity to talk with the instructors directly and ask questions about methodology, techniques, and other issues. "Our attendees are amazed at the amount of information they receive at these seminars. The fact is, there's just no other place for embroiderers to get this kind of information. Brother University attendees come away from our classes with the knowledge and confidence to overcome their biggest challenges," said Lisa Pross, Brother Industrial Products Division Senior Marketing and Operations Manager.

Those interested in attending can register online at www.brother.com or by calling 1-888-444-3167. To reach the Brother University website registration page, click 'USA' on the map, click 'Industrial Embroidery' on the left navigation, click 'Brother University', click 'Register Now' and follow the directions.

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Brother offers a full line of industrial sewing and embroidery machines, software, accessories, parts (PAS Store) and training from 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 California, Ohio, Canada, Brazil, Chile, Mexico and Argentina.

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