

BROTHER INTERNATIONAL CORPORATION EARNS BLI WINTER 2018 PICK AWARD

*Latest Honor goes to Brother MFC-L9570CDW, Making the Entire Brother
Workhorse Series Recognized with BLI Awards*

BRIDGEWATER, N.J. – Feb. 8, 2018 – Brother International Corporation is excited to announce its MFC-L9570CDW as the most recent recipient of the Buyers Lab Winter 2018 Pick Award for “outstanding color MFP for small and medium size business.” With this award, Brother has now won Buyers Lab, Inc. (BLI) awards for its entire Brother Workhorse Printer Series, building upon the 2017 Line of the Year Award for the monochrome laser line, the Summer 2017 Pick Award for the HL-L9310CDW, and the 2016 Winter Pick Award for the MFC-L6900 and HL-L6400DW series.

“Brother printers and MFPs are designed with small and medium business in mind, offering peak productivity and low costs,” said Marlene Orr, Director of Printer & MFP Analysis for Keypoint Intelligence - Buyers Lab. “The Brother MFC-L9570CDW is no exception, delivering the ideal combination of high-quality output, an intuitive design with smartphone-like simplicity, advanced security and productivity-enhancing features like Web Connect that SMB users need.”

The Brother MFC-L9570CDW color laser all-in-one is an excellent choice for mid-sized businesses with demanding print volumes that need a low total cost of ownership (TCO) and reliable, business quality output. Included with purchase are 6,500-page black and color toner cartridges,¹ and for replacement, the optional Brother Genuine ultra high-yield 9,000-page toner cartridges¹ offer even lower cost output. The MFC-L9570CDW also features fastest in class color and black scan speeds,² an intuitive 7” touchscreen display, integrated NFC card reader and robust security features to help prevent unauthorized device and document access. Printing securely from mobile devices³ enables businesses to print important documents on the go and supports simultaneous operations to ensure minimal workflow interruptions if multiple users are printing, scanning and faxing on the same device.

Announced twice a year, the Pick Awards recognize the printers which performed best among comparable products evaluated in BLI’s extensive and rigorous lab testing. These tests include measures for durability and reliability, as well as ease of use, media handling, productivity, and value. The BLI Outstanding Achievement Awards acknowledge attributes such as innovation, usefulness, energy efficiency, and value.

The following Brother Workhorse Series devices have received BLI awards:

- MFC-L9570CDW
- HL-L9310CDW

- MFC-L6900DW
- HL-L6400DW
- Monochrome laser line

“It’s a great honor to have our entire Brother Workhorse Series recognized by Buyers Lab,” said Bill Henderson, Vice President of Marketing at Brother. “While we pride ourselves on the quality of our devices and solutions, we are also committed to identifying the needs and solving the unique business problems of all our customers.”

###

About Buyers Laboratory

Buyers Laboratory (BLI) is the world's leading independent provider of analytical information and services to the digital imaging and document management industry. For over 50 years, buyers have relied on BLI to help them differentiate products’ strengths and weaknesses and make the best purchasing decisions, while industry sales, marketing and product professionals have turned to BLI for insightful competitive intelligence and valued guidance on product development, competitive positioning and sales channel and marketing support. Using BLI’s web-based bliQ and Solutions Center services, 40,000 professionals worldwide create extensive side-by-side comparisons of hardware and software solutions for over 15,000 products globally, including comprehensive specifications and the performance results and ratings from BLI’s unparalleled Lab, Solutions and Environmental Test Reports, the result of months of hands-on evaluation in its US and UK labs. The services, also available via mobile devices, include a comprehensive library of BLI’s test reports, an image gallery, hard to find manufacturers’ literature and valuable tools for configuring products, calculating total cost of ownership (TCO) and annual power usage. BLI also offers consulting and private, for-hire testing services that help manufacturers develop and market better products and consumables. For more information on Buyers Laboratory, please call 973-797-2100, visit www.buyerslab.com, or email info@buyerslab.com.

About Keypoint Intelligence

Keypoint Intelligence is a global data and market intelligence leader for the digital imaging industry. The company has over 125 professionals around the world who provide critical planning and go-to-market services, including in-depth market research, competitive intelligence, sales training, product testing, content creation, and customer engagement. For more information, contact Mike Fergus at mike.fergus@buyerslab.com or +1 973.797.2150.

About Brother International Corporation

Brother is a leading provider of office equipment technology and document management solutions, including award-winning color and black and white multifunctional printers, scanners, label printers and device-based cloud and mobile technologies. The Brother P-touch line of features label and ribbon printers that feature laminated and specialty tapes along with printable ribbons. Brother printers are recognized as the best in the industry, and consistently earn product and industry accolades including *PC Magazine’s* 2017 Readers’ Choice and

Business Choice awards for reliability and overall customer satisfaction. Brother International Corporation's At Your Side philosophy demonstrates a dedication to product quality, customer service and dynamic partnerships. Established in 1954 and headquartered in Bridgewater, N.J., Brother markets business, home office and industrial products, along with home appliances. For more information, visit www.brother-usa.com.

1 Approximate toner cartridge yield in accordance with ISO/IEC 19798 (letter/A4).

2 Scan speed claim based on data published in BLI's bliQ service on 2/6/18 for scan speeds for color laser all-in-one models under \$2,000. Scan speed measured with all advanced features turned off using LTR size test documents at 200dpi.

3 Requires connection to a wireless network.