

Brother International Corporation Honored with 2017 Monochrome Printer/MFP Line of the Year by BLI

Brother Devices Recognized for Reliability, Ease-of-Use, Value, Features, Performance and Low TCO

BRIDGEWATER, N.J., February 13, 2017 — Building upon its wide array of awards and accolades for business-class document imaging technology, Brother International Corporation today announced that it has been honored as Monochrome Printer/MFP Line of the Year by Buyers Laboratory LLC (BLI), a division of Keypoint Intelligence. BLI is the world's leading independent provider of analytical information and services to the digital imaging and document management industry. The annual Line of the Year designation is awarded to the manufacturer delivering the highest cumulative test results across a two-month evaluation.

After carefully testing competitive devices from every major manufacturer, BLI's analysts and lab technicians selected Brother for Monochrome Printer/MFP Line of the Year. Brother devices were selected for outstanding reliability, near-flawless performance, easy-to-navigate interfaces, great value, strong feature sets and low total cost of ownership - standing above the competition in meeting the needs of all size businesses.

"Brother offers the most complete, best-performing line of monochrome printers and MFPs that we've tested this year," said Marlene Orr, BLI Director of Office Equipment Product Analysis. "The company delivers an impressive array of award-winning devices that are sure to meet the needs of a variety of business users. With superb overall performances, strong feature sets, and flexible mobile printing options that Brother's highly affordable devices offer, the company proved to be the best choice for users looking for a straightforward, monochrome device they can count on."

BLI Senior Test Technician Tony Maceri also commended Brother's award-winning devices for professional, high-quality output, commenting, "Image quality was consistently impressive and professional-looking across the entire line. Users can rely on Brother for high-quality output, whether in print or copy mode."

The following Brother devices contributed to the designation of Monochrome Printer/MFP Line of the Year:

- Brother HL-S7000DN, Highly Recommended by BLI; Monochrome Printer for Large Workgroups
- Brother MFC-L6900DW Series, Outstanding MFP for Mid-Size Workgroups
- Brother HL-L6400DW Series, Outstanding Printers for Mid-Size Workgroups
- Brother HL-L6300DW, Outstanding Printer for Mid-Size Workgroups
- Brother MFC-L5800DW Series, Outstanding MFP for Mid-Size Workgroups
- Brother MFC-L5700DW, Outstanding MFP for Mid-Size Workgroups

- Brother HL-L5200DW Series, Outstanding Printers for Small Workgroups
- Brother HL-L5100NW, Outstanding Printer for Small Workgroups
- Brother HL-L5000D, Outstanding Printer for Small Workgroups
- Brother MFC-L2700DW, Outstanding MFP for SOHO Environments
- Brother MFC-L2740DW, Outstanding MFP for SOHO Environments

BLI applauded Brother's tablet-like touchscreen interface as a key attribute, with Orr noting, "Most of the winning models include touch-screen control panels and all of them have a well-organized menu system." Brother Touchscreens provide easy access to the award-winning Brother Web Connect interface to directly print from popular business cloud services.¹ Orr added, "Most of the winning models include Brother Web Connect, a tool that allows users to scan documents at the MFP, create editable and searchable file formats on the fly, and deliver them to popular cloud services. It also enables users to easily access and print cloud content directly from the control panel—and many of the devices also have Brother's embedded software platform, which allows for integration with a variety of time- and money-saving solutions."

"Brother is committed to providing businesses with document imaging technology that addresses today's ever evolving business challenges," said Steve Feldstein, Brother International Corporation's Director of Marketing – Business Laser & Scanner Products. "We are honored to be selected for BLI's 2017 Monochrome Printer/MFP Line of the Year. This recognition validates our continued focus on providing businesses with a wide range of printers and MFPs offering business-centric features and solutions while delivering an extremely low total cost of ownership."

The devices deliver results to a broad range of office, workgroup and larger-volume print environments and industries, including education, government, healthcare, retail, legal, financial services and real estate. Orr concluded, "For a competitive-to-low total cost of ownership, Brother stands out above the competition in terms of overall performance, ease of use and features, it's clear that Brother's monochrome printers and MFPs give business users the most for their money."

The award-winning Brother devices are available through online retailers and major office super stores, with select printers and MFPs sold exclusively through authorized direct market resellers, dealers and office superstore contract resellers. For more information on full line of business-class office devices, visit: www.brother-usa.com/office_equipment.

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 (www.brother.com) is a leading provider of document imaging solutions, including award-winning network-ready color and black & white multifunctional products, printers and device-based cloud and mobile technologies. The company's products help home, small and mid-sized businesses increase productivity, improve workflow, and enhance organizational efficiency while helping to reduce costs. Brother printers are consistently recognized as the best in the industry, and recently earned PC Magazine's 2016 Readers' Choice and Business Choice awards. The U.S. subsidiary of Japan-based Brother Industries Ltd., Brother International Corporation's "At Your Side" philosophy features a dedication to product quality, customer service and dynamic partnerships. Established in 1954, the company's Bridgewater, N.J. headquarters markets business and industrial products, as well as home appliances. For more information, visit www.brother.com.

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¹ Requires an Internet connection and an account with desired service.