



BROTHER MODELS SCORE FIVE CONSUMERS DIGEST BEST BUY AWARDS

Today, sewing has risen to new heights, as enthusiasts have branched out of their comfort zones and have expanded their creativity. Brother International Corporation has matched this excitement and exceeded expectations by providing exactly what consumers want and need across a wide range of skill and experience levels.

This year, five Brother sewing machine models received a coveted *Consumers Digest* Best Buy Award (three of the models selected as repeat winners). Regarded as a highly respected authority on value in the consumer marketplace, *Consumers Digest* and *ConsumersDigest.com* conducted a comparison of all sewing machines in the marketplace and

awarded the Best Buy designations based on features, ease of use, and limited warranty.

In the embroidery category, THE Dream Machine Innov-is XV8500D received a repeat Best Buy award in the “Premium” category for features that *Consumers Digest* states are, “...tops for the hard-core embroiderer.” Features noted by *Consumers Digest* include a maximum embroidery area of 9.5" (w) x 14" (d), a 10.1" built-in high-definition LCD display, 773 built-in embroidery designs, 726 embroidery sewing stitches, a maximum stitch speed of 1,050 SPM, and a 25-year limited warranty on mechanics, six years on electronics, and two years on labor.



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As a leader in the industry, Brother has made its mark with innovative technology and industry features that are second to none. THE Dream Machine is a top-of-the-line powerhouse with unprecedented innovation and unsurpassed industry-first quilting, sewing and embroidery features. This technologically advanced combination machine impresses on many levels with features that include an expansive 11.25" of workspace from needle to arm and other favorites, such as My Design Center (which is enhanced to integrate the power of InnovEye® 2 camera-like technology), Scan!motion™ Scanning Frame, V-Sonic™ Pen Pal, Sew Straight™ 2 Laser Vision Guide, MuVit™ Digital Dual Feed System and InnovaChrome™ LED Thread Coloring and Monitoring System. And, best of all, only THE Dream Machine has the magic of 166 built-in Disney embroidery designs. (Visit brothersews.com/thedreammachine for more information on features.)

The Simplicity® Limited Edition line of machines by Brother collected three separate awards among economy models, with two of them receiving repeat recognition.

In the non-computerized category, the Simplicity® by Brother Simply Affordable SB170 received a Best Buy award for having more workspace to the right of the needle (6.25") than any other non-computerized sewing machine in its price range. *Consumers Digest* noted that this machine includes conveniences that are not found together on other models in its price range, including LED lighting, a top-loading bobbin, and free-arm capability for sewing sleeves and cuffs. Other features include 17 stitch options, two needle positions, a maximum stitch speed of 800 SPM, one buttonhole option, and a 25-year limited warranty on mechanics and one year on labor.

This fun and easy-to-use machine is perfect for the beginning sewer. The lightweight and compact design makes this the ideal partner to bring to sewing clubs or even a friend's house.

Recognized as a repeat selection in the “Computerized” category, the Simplicity® by Brother Simply Creative SB3129 received another Best Buy award for its top sewing speed of 850 stitches per minute and the widest stitch width (7mm) of any computerized sewing machine in its price range. Features that also impressed for this price



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point include the advanced needle-threading system, automatic thread trimming, and custom stitch creation. Additional features noted by *Consumers Digest* include

129 stitch options, 15 needle positions, 10 buttonhole options, and a 25-year limited warranty on mechanics, three years on electronics, and one year on labor. This model received an added nod for being the only economy computerized sewing machine that includes an extension table to support larger projects.

This professional computerized sewing machine allows sewers to transform their wardrobes by creating stylish and fashion-forward clothing with ease. It is packed with high-end features and included accessories to inspire even the savviest of sewers. The LED screen displays the stitch pattern number with just one touch of a button and the Quick-Set™ bobbin ensures fast and easy sewing. As if that weren't enough, the My Custom Stitch™ feature allows users to create their own stitches which they can save for later use.

Impressing again with a repeat Best Buy award is the Simplicity® by Brother Simply Stylish SB7900E. This model was recognized in the “Economy Embroidery” category as the least expensive embroidery-only machine with a large embroidery area of 5" x 7". Additional features recognized by *Consumers Digest* include 136 embroidery designs, a 3.4" back-lit LCD display screen, a maximum speed of 650 SPM, and a 25-year limited warranty on mechanics, three years on electronics, and one year on labor. A special callout on this model is the included lettering software package (which would cost \$430 if purchased separately).

This powerful embroidery machine is loaded with features at a simply affordable price. It was designed for embroidery enthusiasts who want to add beautiful embellishments to all of their favorite projects! The design editing features give users the ability to rotate the designs, increase or decrease the size of their designs and also allows for mirror images. Its advanced needle threading system with automatic thread trimming is a fan favorite, as is the built-in USB port which allows users to import their designs to their memory stick. This is the perfect embroidery partner.

The Brother PE770 received a *Consumers Digest* Best Buy award in the “Embroidery” category. This embroidery-only machine with built-in memory has a 5" x 7" embroidery field, which allows embroidery enthusiasts to make larger designs appropriate for jackets, bags and home décor items. This generous space is perfect for rotating designs, lettering, frames and adding borders for a truly custom, one-of-a-kind creation. Additional features recognized by *Consumers Digest* include the backlit LCD touch screen display.



The Brother PE770 received a *Consumers Digest* Best Buy award in the “Embroidery” category.

The elegance of the Brother PE770 is matched by additional convenient features that embroidery enthusiasts have come to love, including the automatic needle threader, the Quick-Set™ drop-in top bobbin, along with 136 built-in embroidery designs, six lettering fonts, 120 frame pattern combinations and a 25-year warranty on mechanics, six years on electronics, and two years on labor.

Receiving five *Consumers Digest* Best Buy Awards is a result of hard work and innovative thinking. “You don’t win five *Consumers Digest* Best Buy Awards by accident,” said Dean F. Shulman, Senior Vice President of Brother International Corporation. “This acknowledgement supports the fact that we produce quality, feature-packed, high performance machines for every skill level – from the budget-conscious beginner to the vested enthusiast.”