

News Release

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FOR IMMEDIATE RELEASE

BROTHER INTERNATIONAL CORPORATION SHOWCASES ITS SEWING AND CRAFT MACHINES AT CRAFT AND HOBBY MEGA SHOW IN ANAHEIM

Leading Craft Experts will Present Daily Classes on Enticing Sewing and Crafting Projects

BRIDGEWATER, N.J. — At the 2015 Craft & Hobby Association (CHA) Mega Show, the Home Appliance Division of Brother International Corporation will proudly showcase its ScanNCut machine, a revolutionary new home and hobby cutting machine with the magic and convenience of a 300 DPI built-in scanner, and four of its most popular sewing machines. CHA, the largest crafting show to bring together the craft and creative industry from across the world, takes place January 9-13, 2015 at the Anaheim Convention Center. Brother will be located in Booth #1575. Throughout the four day show, the Brother™ booth will feature leading craft and sewing experts who will be providing free demonstrations and a workshop with enticing projects.

Visitors at the Brother booth will enjoy ScanNCut demonstrations by industry experts Julie Fei-Fan Balzer, Erin Bassett and Cindy Hogan. Marisa Pawelko will demonstrate the Brother LB6800PRW combination sewing and embroidery machine and the Brother SC9500 sewing machine.

Meet the Experts

- **Julie Fei-Fan Balzer:** Julie is a Brother ambassador, expert crafter and hobbyist and the host of the Brother-sponsored crafting show *Scrapbook Soup* on PBS.
- **Erin Bassett:** Erin, a self-proclaimed craft addict, has made her mark in the arts and crafts industry as a well published authority in magazines and idea books.
- **Cindy Hogan:** Cindy is a self-taught expert and instructor on digitizing after teaching herself Brother PE-Design® software. She travels the country educating embroiderers and has written several workbooks and tutorials.
- **Marisa Pawelko:** Marisa is an award winning celebrity crafter and the author of the how-to-craft book, "Crazy Cool Duct Tape Projects." She is the spokesperson for Westcott®, the World's Favorite Scissors™, Rowlux® Illusion Film and the official brand ambassador for Duck Brand® Duct Tape.

Machine Demonstrations At Brother Booth #1575

- **ScanNCut:** The revolutionary Brother ScanNCut features a built-in scanner, making it the only home and hobby cutting machine that can take an image, photo or hand drawn sketch, scan it, and allow you to precisely cut the shapes or outlines you want. Users can create unique, one-of-a kind scrapbooks, greeting cards, appliqués, quilts, and crafts.
- **LB6800PRW:** The Project Runway *Limited Edition* LB6800PRW is the only Project Runway machine to offer embroidery. With computer connectivity, the LB6800PRW will allow you to import .pes designs from your PC, or import designs purchased from www.ibroidery.com or other third party web sites. The combination sewing and embroidery machine includes 67 built-in sewing stitches and 98 stitch functions, in addition to 70 built-in embroidery designs, 120 frame pattern combinations, 5 embroidery lettering fonts and a 4" x 4" embroidery field. Also included are 7 quick-change sewing feet and a custom rolling bag for easy portability.

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- **SC9500:** For quilting enthusiasts, The SC9500 is perfect for sewing and quilting projects. It features a wide table, 8 quick-change sewing feet, an expansive range of built-in stitches, a built-in sewing font for basic monogramming, a drop feed for free motion quilting and sewing, and an exceptional feed system which helps you sew on almost any fabric.

ScanNCut demonstrations will be offered by Julie Fei-Fan Balzer and Erin Bassett. Julie will also be teaching a workshop called Cutest Card Ever on Saturday, January 10th from 6pm-8pm. Advanced reservations are required. Marisa Pawelko will be demonstrating the Brother sewing and embroidery machines and Cindy Hogan will be demonstrating how to use ScanNCutCanvas along with the ScanNCut machine. ScanNCutCanvas is a cloud-based web application that combines the versatility of your favorite design software and awesome cutting power of the ScanNCut, giving the user the ability to easily convert .SVG files to .FCM.

On Display at Brother Booth #1575

Also displayed at the booth will be the Brother PE540D and CS9100 along with popular sewing and embroidery accessories including the embroidery starter kit and the sewing starter kit.

- **PE540D:** Interested in embroidery? The PE540D is the perfect machine for anyone who is looking to explore their creative side. It offers 105 built-in designs including 35 featuring Disney characters, along with lettering fonts, frame patterns and a 4" x 4" embroidery field which is just the right size for watching your favorite designs come to life.
- **CS9100:** This computerized sewing machine has 100 built-in stitches including decorative and heirloom stitches, 55 alphanumeric stitches for basic monogramming, a large backlit LCD display screen with computerized stitch selection. Included are 10 quick-change feet for sewing and quilting, an oversized wide table for quilting and larger projects, plus so much more!

Schedule of Booth Demonstrations

- **Saturday, January 10th from 10am-5pm**

10:30am-12:00pm—Julie Fei-Fan Balzer
2:00pm-3:00pm—Julie Fei-Fan Balzer
3:00pm-4:00pm—Marisa Pawelko
All Day Demonstrations by Erin Bassett and Cindy Hogan
**Workshop at night—Julie Fei-Fan Balzer

- **Sunday, January 12th from 9am-5pm**

10:30am-12:00pm—Julie Fei-Fan Balzer
2:00pm-3:00pm—Julie Fei-Fan Balzer
3:00pm-4:00pm—Marisa Pawelko
All Day Demonstrations by Erin Bassett and Cindy Hogan

- **Monday, January 12th from 9am-5pm**

10:30am-12:00pm—Julie Fei-Fan Balzer
2:00pm-3:00pm—Julie Fei-Fan Balzer
3:00pm-4:00pm—Marisa Pawelko
All Day Demonstrations by Erin Bassett and Cindy Hogan

- **Tuesday, January 13th from 9am-2:00pm**

10:30am-12:00pm—Julie Fei-Fan Balzer
All Day Demonstrations by Erin Bassett

Brother representatives invite you to visit them at booth #1575 and look forward to sharing the excitement with you. See you at the show!

For more information about the extensive Brother product line, visit www.brother.com. To find Brother on Facebook, visit facebook.com/BrotherCrafter. To follow Brother on Twitter, visit twitter.com/BrotherCrafter, and to subscribe to Brother on YouTube, visit youtube.com/BrotherCrafter.

About Brother International Corporation

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices. Brother is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$5 billion, this global manufacturer was started almost 100 years ago by sewing fanatics. Brother offers a diversified product line that includes fax machines, Multi-Function Center® machines, P-touch® Labeling Systems and both color and mono laser printers for home, office and industry. Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters in Bridgewater, New Jersey, Brother has facilities in California, Illinois, and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina Peru and Mexico. For more information you can visit the website at www.brother.com.

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