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FOR IMMEDIATE RELEASE

Brother International Corporation Celebrates One-Year Anniversary of Craft Superstar ScanNCut Home and Hobby Cutting Machine With New Creative Options

BRIDGEWATER, N.J. — To celebrate its special one-year anniversary, Brother International Corporation is saluting its popular ScanNCut home and hobby electronic cutting machine by providing its enthusiastic customer base with even more options for creativity. Its beloved crafting enthusiasts will be in awe of these new accessories: a rhinestone kit and consumables, heat applied materials, sticker kits and consumables, and a stylish rolling tote bag. All of these will be available this fall at authorized Brother Innov-is dealers and at select retailers.

If you are looking to add unique “bling” to your ScanNCut projects, the new rhinestone kit and consumables will add that extra zest and sparkle to any unique design. This new kit contains all the materials needed to create one-of-kind, personalized rhinestone projects that will be available via an easy activation code to access the Rhinestone Wizard and 100 built-in designs from the free web-based application: the ScanNCutCanvas website. Users will be amazed at the beautifully-crafted rhinestone patterns on ScanNCutCanvas, as well as the ability to personally create their own rhinestone patterns. Video tutorials are available online at scannncut.com or at Brother Crafter on YouTube. The kit contains two template sheets, two transfer sheets, positioning brush, a reusable backing board, rhinestone pick-up tool, 1,450 hot fix rhinestones in clear, yellow, and pink colors, and an instruction guide. Once you’ve used all of your glittering rhinestones on your clothes, gifts, and housewares, rhinestone refillable packs are available to continue your eye-catching design projects.

Brother is also introducing a new sticker kit and consumables package for ScanNCut that is great for hobbyists, crafters, or small business owners. By using the Sticker Wizard in the Brother ScanNCut Canvas, it’s easy to print a favorite image, and then cut and create your own unique design stickers and labels. The possibilities are virtually endless – you can create labels for your jellies and jams, gift baskets, home décor, or your own business. In addition, there are 100 label templates – all of which have the ability to personalize each project. This, too, comes with an easy activation code to access the 100 label templates from the ScanNCutCanvas website. Accessories include three printable stickers, three laminate sheets (high-gloss, professional, and water resistant), scraper, lifter, and an instruction guide.

Embellishing clothing, accessories, or even décor items has never been easier with the new Brother iron-on transfer sheets for ScanNCut. Take your pick: heat-applied materials include glitter, holographic, film, flock, and a sample pack – and all will provide the creative pizzazz you are seeking. It’s simple. Just place the sheet onto a ScanNCut standard mat, cut out a design with the ScanNCut machine, and iron onto fabric. Your ScanNCut projects will take on a decidedly upscale flair – either for your own use or as a gift.

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Of course, Brother has anticipated the needs of its crafting enthusiasts by designing a stylish rolling tote bag to easily carry the ScanNCut machine and its accessories. Designed specifically to fit the ScanNCut machine, mats, and other accessories, this new lightweight, portable tote bag is constructed of durable fabric and features a fashionable modern print for on-the-go crafters. The tote bag features a carrier insert to easily lift the machine in and out, which also serves as a work surface. It also includes two generously-sized inside zip pockets for storing a touch pen, spatula, extra blades, plug, and other craft supplies. There are also two inside slide pockets to accommodate all mat sizes and enough room for storing papers, fabrics, and other materials for cutting. A convenient hook-and-loop outside pocket provides easy storage for the operation manual, patterns, magazines, and project booklets.

It's no wonder that ScanNCut has found such a devoted following among the crafting and home hobby base. Since its introduction in August 2013, the industry research firm Envisioneering selected ScanNCut as a winner of the "Innovation & Design Award" from more than 120 new products launched during ShowStoppers at the 2014 Consumer Electronics Show in Las Vegas. And, it was unanimously voted as the "#1 Most Creative Item" at the Craft & Hobby Mega Show in Anaheim by the Board of Directors of the Craft & Hobby Association.

Captions:

Photo 1: The new sticker kit makes it easy to print a favorite image, and then cut and create your own unique design stickers and labels.

Photo 2: The new rhinestone kit contains all the materials needed to create one-of-kind, personalized rhinestone projects.

Photo 3: Brother has designed a stylish rolling tote bag to easily carry the ScanNCut machine and its accessories.

For more information about the ScanNCut product line, visit www.ScanNCut.com. To find ScanNCut 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.