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FOR IMMEDIATE RELEASE

BROTHER INTERNATIONAL CORPORATION AND BROTHER INDUSTRIES LIMITED PRESENTS AWARDS TO THE U.S. HOME APPLIANCE DIVISION

BRIDGEWATER, N.J. — Brother International Corporation of the Americas, located in New Jersey, and Brother Industries Limited, headquartered in Japan, recently awarded the U.S. Home Appliance Division with two prestigious awards – a Board of Directors Excellence Award and a President’s Award – for reinventing the division, working hard, and producing a great turnaround year, as well as helping to bring about a new level of brand awareness.

These accolades acknowledge the fact that the Home Appliance Division has just had a fantastic year. The outstanding achievements have contributed heavily to the overall performance of Brother Industries Limited worldwide and marks the first time that the Board of Directors issued an Excellence Award to an entire division.

Under the leadership of Dean F. Shulman, Senior Vice President of Brother International Corporation and head of the company’s Home Appliance and Industrial Products Divisions, Brother has succeeded in redefining the sewing and embroidery industry as a fashion-oriented, creative and trendy hobby for people of all ages. Each member of the team received recognition – including a certificate and a crystal award – to acknowledge the division’s overwhelming success. Below is a picture of some of the Brother employees who help bring customers the Brother™ sewing, embroidery, quilting and crafting machines that have become a staple in the sewing, fashion and garment decorating industries.

The rising trends in the sewing industry have been noted by national news outlets, such as *The Wall Street Journal*, who recently quoted Shulman and credited the company’s involvement with ‘Project Runway’ as part of the ‘pop-culture revival.’ Coupled with the company’s innovative technology, Brother sewing, embroidery, quilting, crafting and serging machines are undoubtedly more popular, and in more demand, than ever before.

As a testament to this achievement, Shulman stated, “It has been a very rewarding year and we are very excited to celebrate our success with this recognition. Each person in our division deserves credit for their hard work, which has reinvented not only our products, but helped to reinvent our entire industry. We couldn’t have achieved this without the dedication of great sales, marketing, service, administration and operations employees. We have done what no one thought could be achieved.”

With an optimistic and forward-thinking approach to product development, marketing and consumer outreach and support, the division is planning for continued success in the future.

“Since we had a hand in sculpting the changes within our industry, there is no doubt that we will continue to find new avenues to explore, new ideas to share, and new cutting-edge technology that make the timeless hobbies of sewing, crafting and quilting more enjoyable, creative and easier than ever,” Shulman concluded.

This announcement comes during the busiest time of year for the Home Appliance Division, as they are gearing up to announce new products to eager dealers and customers at their annual convention this summer. For more information about Brother Sewing and Embroidery Machines, visit the home sewing and embroidery pages of www.brother.com. To stay connected, visit Brother on [Facebook](#), [Twitter](#) and [YouTube](#).

Employees of the Home Appliance Division Accepting the Board of Directors Excellence Award:



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, Massachusetts 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.