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### **BROTHER INTERNATIONAL CORPORATION ANNOUNCES FIRST-EVER \$25,000 SEWING AND EMBROIDERY SWEEPSTAKES**

*One \$5,000 prize winner and twenty \$1,000 prize winners will be awarded for taking a test demo of featured sewing machines at local dealers*

BRIDGEWATER, NJ. – Brother™ is proud to announce its first-ever \$25,000 sweepstakes for 20 lucky \$1,000 prize winners and one \$5,000 prize winner. Entering the sweepstakes is easy—participants simply need to take a test demo of any of five popular Brother sewing and embroidery machines at a participating dealer to receive a scratch-off ticket, which enables them to enter. The sweepstakes starts September 8, 2011 and runs through October 30, 2011.

“We are very excited to be offering this new sweepstakes to our loyal customers throughout the United States,” says Dean F. Shulman, Senior Vice President of Brother International Corporation and head of the company’s home appliance and industrial product divisions. “Everybody is a winner. Not only do they get to try out our new machine models but they can also receive instant on-the-spot additional savings on machines at their local dealership.”

Here’s how the sweepstakes works: Participating Brother Innov-ís dealers will offer free demonstrations of five new machine models: the Entrepreneur<sup>®</sup> Pro PR1000e and Entrepreneur<sup>®</sup> PR650e, the Laura Ashley *Limited Edition* Innov-ís NX-2000 and *Limited Edition* Isodore™ Innov-ís 5000, and the [Quattro<sup>®</sup> 2](#) sewing, embroidery, quilting and crafting machine. After the demonstration, consumers will be given an official scratch-off ticket. One scratch off spot will display a code to be input online at [www.BROTHER25K.com](http://www.BROTHER25K.com), which enters them for weekly drawings held on Mondays in October. The other scratch off spot will display a dealer discount code for immediate savings.

In August 2011, Brother™ introduced the [Isodore™ Innov-ís 5000](#), the first Laura Ashley *Limited Edition* sewing and quilting machine with embroidery capabilities, along with the enhanced Entrepreneur<sup>®</sup> Pro PR1000e 10-needle home embroidery machine, Entrepreneur<sup>®</sup> PR650e, a six-needle home embroidery machine and the state of the art Quattro<sup>®</sup> 2.

The Isodore™ Innov-is 5000 utilizes all the latest technology and innovation from Brother, but also has the unrivaled elegance that comes with the renowned [Laura Ashley brand](#). The most unique attribute of the Isodore™ is the set of [50 built-in licensed Laura Ashley designs](#), which have never been offered to the industry before.

The enhanced Entrepreneur<sup>®</sup> Pro PR1000e features the Advanced Super View (ASV) HD LCD touch screen display by Sharp<sup>®</sup> Corporation, which is the most accurate display ever offered by Brother on a multi-needle machine. This super-sharp display offers exceptional clarity, allowing for more than 16.7+ million colors to be seen at expanded viewing angles with little to no color shifting. The super crisp display, which has a new brightness adjustment feature, is where design selection and editing is managed and where the built-in video tutorials can be viewed.

The six-needle PR650e is ideal for a profit-minded professional or a passionate hobbyist looking for high-end productivity and creativity at an affordable price. This machine includes the same favorite features found in its predecessor, the

PR650, such as 3 USB ports for importing designs and future upgrades, on-screen editing, the ability to stitch up to 1,000 stitches per minute, and automatic needle threading. However, it also has many new and enhanced features.

The Quattro® 2 sets the standard for state-of-the-art sewing, quilting, crafting and embroidery with a truly innovative array of new and enhanced features. These include an Advanced Super View (ASV) HD LCD Touch Display Screen from Sharp® Corporation; built-in scanner; [new Onscreen Auto Density Adjustment](#), new Color Shuffling™ function, and 10-inch pen tablet.

The Laura Ashley® Limited Edition Innov-ís NX2000 Sewing Machine offers an exceptional range of features to delight do-it-yourself home decorators, such as 460 included sewing stitches (430 built-in, 30 on CD), an Automatic Height Adjuster™ AHA® Feature that detects varying fabric thicknesses while sewing to achieve perfectly uniform stitches, and the exclusive Brother My Custom Stitch™ feature which allows users to create virtually an unlimited number of personalized stitches and save them to the machine's expansive memory.

#### **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](http://www.brother.com).

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