

PRESS RELEASE

Brother Singapore Adopts Asian Women's Welfare Association (AWWA) as Official Charity for 2008

SINGAPORE, 3 June 2008 – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has adopted Asian Women's Welfare Association (AWWA) as its official charity for 2008. Brother Singapore will be supporting the charitable efforts of the AWWA Family Service Center with a primary focus on engaging the youth of the community in sports activities.

"Brother Singapore hopes to make a genuinely positive contribution to the community," said Mr Takeo Shimazu, Managing Director of Brother International Singapore Pte Ltd. "The AWWA Family Centre offers meaningful programmes to help empower families, the elderly, youth and children to maximise their potential. Our involvement will not only be restricted to contributions in cash and kind but will also extend to our staff getting involved in various philanthropic activities organized by AWWA."

Brother Singapore will be investing in two collaborative projects that will kick off this month. The company will support and sponsor AWWA's Sports Clubs including a street soccer team, a 3-by-3 basketball team and a running club. This project will see the establishment of high-potential neighbourhood teams participating in district-level tournaments. With the launch of this project, Brother Singapore aims to reduce the chances of youth involving in at-risk behaviour by engaging them in wholesome activities. These tournaments will also offer youth the opportunity to learn life skills such as perseverance, teamwork and goal-setting.

Brother Singapore will also be sponsoring the Brother Challenge Trophy which will see Youth Street Soccer teams challenging one another in a series of friendly

matches. Brother Singapore and AWWA will be working with the Jalan Besar grassroots committee and neighbourhood schools to reach out to these youth. With this programme, Brother Singapore hopes to reach out to the potential pool of 250 youth in the district to provide them with useful life skills through workshops and sports challenges.

AWWA spokesperson, Mr Tim Oei, who is also the Chief Operating Officer for AWWA, has this to say, "AWWA is very proud to be partnering such a distinguished organisation as Brother International to reach out to the youths in the neighborhood. AWWA is confident that this is the beginning of a close partnership between the two organisations."

Brother Singapore's partnership with AWWA was facilitated by ComCare Connection, a community-giving initiative by the National Volunteer & Philanthropy Centre (NVPC) that structures mutually beneficial partnerships between organisations and non-profit organisations, enabling corporations to extend their skills, lend their business core competencies, or contribute in cash, kind or resources to the community on a term basis.

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ABOUT BROTHER INTERNATIONAL SINGAPORE PTE LTD

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the "Customer First" approach in all aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother's regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. Across the region, Brother has subsidiaries in Thailand, Philippines and Malaysia, as well as liaison offices in Indonesia and Vietnam. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit www.brother.com.sg. Brother will always be "At Your Side" now and into the future.

ABOUT AWWA

The Asian Women's Welfare Association (AWWA) is a registered voluntary welfare organisation that has a membership body, its own constitution and by-laws. AWWA was established in 1970 and has been maintaining comprehensive programs that target children, youth, adults and families to empower them by maximizing their potential for independence. As a charitable organization they do not receive regular corporate support and hence Brother Singapore is the 'pioneer' of corporate participation in AWWA activities.

ABOUT NVPC

NVPC is the national body that promotes and develops volunteerism and philanthropy, functioning as a first-stop centre, catalyst and networking agency to foster the giving spirit in Singapore, whether of time, money or in kind.

We work with non-profit organisations, companies and public sector bodies to facilitate and strengthen Community Giving efforts through our promotional and networking platforms, public education programmes, training in volunteer management (including employee volunteering) and fundraising, as well as grants, research and publications.

Visit our website at www.nvpc.org.sg

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