

PRESS RELEASE

Brother MFC-9440CN Receives Exceptional Rating from PC Magazine Singapore

*This 5-in-1 Multi-Function Centre Offers a True Business Solution
with Superior Features at an Affordable Price*

Singapore (22 November 2007) – Brother International Singapore, a leader in home and business IT peripherals known for its ‘Customer-First’ approach, received an exceptional review with a 4 out of 5 rating for its quality, features and usability from PC Magazine Singapore for its newest 5-in-1 Multi-Function Centre: MFC-9440CN.

“MFC-9440CN is designed to empower Small and Medium Business (SMB) and ultimately increase productivity in the workplace. Having a Multi-Function Centre doesn’t only improve the workflow but also saves a business from pocketing high costs of outsource printing, document reproduction and acquisition of office equipment. The MFC-9440CN offers cost effective colour and monochrome printing that eliminates the need for separate machines, one for monochrome printing and another for colour printing, as it performs seamlessly and promptly, which means cost-effectiveness and value for money,” said Tetsuo Watanabe, Managing Director, Brother International Pte Ltd.

4 Out of 5 Star Rating

The Brother MFC-9440CN achieved with an exceptional overall rating of 4 out of 5 stars by the PC Magazine reviewer. The four focused categories and Brother’s rating are as follows: Quality (4.5 Stars), Features (4.0 Stars), Usability (4.0 Stars) and Value (3.5 Stars). The reviewer cited the MFC “performs well in our tests when it printed a one-page A4 document in 8.27 seconds while ten A4 were out in 37.87 seconds”. The magazine also commented that they “were duly impressed with the text sharpness.”

It delivers colour and monochrome print speed of up to 21 pages per minute, and copy speeds of up to 17 copies per minute. Its outstanding print quality is brilliant for colourful presentations and brochures. Multiple users can also share its functionality with its 10/100 Base-TX (Ethernet) interface and is easily accessible through its USB port that makes scanning, printing and faxing a breeze from external devices. Images directly from a PictBridge-enabled digital camera can be printed in crisp and sharp colours.

When it comes to faxing documents, messages are received quickly in either colour or monochrome, which saves time and money.

The MFC-9440CN can hold up to a maximum of 800 sheets by adding an optional 500-sheet tray and comes with a high capacity replacement toner cartridge.

The reviewer highlighted that, with MFC-9440CN's superior features and performance, "it should be a great asset in the office and have no problem handling any workload."

Pricing, Availability, Warranty and Support

MFC-9440CN is priced at S\$1,488, inclusive of 7% GST. This colour laser MFC comes with a set of toner cartridges. Future purchases cost: S\$78 (standard) and S\$138 (high-yield) black toner cartridge and, S\$88 (standard) and S\$148 (high-yield) each for colour toners cartridges (Cyan, Magenta and Yellow).

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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 India, 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.

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