

PRESS RELEASE

Brother International Opens Its First Concept Store

Located in Funan DigitaLife Mall, New Store Provides Customers With Brother's Full Range of Printing and Imaging Solutions

Singapore (12 September 2007) -- Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, unveiled its first concept store, located in Singapore's leading IT shopping mall, Funan DigitaLife Mall. It aims to be a one-stop-shop for Brother's printing and imaging solutions.

"The opening of our first full-fledged concept store in Singapore, other than in Thailand and Indonesia, is indeed a landmark event for Brother International Singapore. We always put our customers first; as such we are thrilled with the opportunity to directly interact with them to truly get to know their needs. The store opening will further reinforce our position as a strong leader in home and business IT peripherals, that understands what our customers want," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.



Brother's first full-fledged Concept Store in Funan DigitalLife Mall (#04-K1)

With over 20 products available at the store, customers will be spoilt for choice when it comes to choosing the right printing solution. Knowledgeable salespeople will be present to help customers gain a good understanding of the product they wish to purchase. In addition to purchasing colour or monochrome laser printers, inkjet or laser Multi-Function Centres, Faxes to P-Touch Labellers, customers can also obtain Brother's genuine printing peripherals such as consumables and glossy photo paper at the Concept store.

Watanabe added, "Customers throughout the region can soon be expecting a Brother Concept store in their country. At Brother, we are always 'At Your Side'."

The Brother Concept Store is located on the 4th level of Funan DigitalLife Mall (#04-K1). It is open daily from 11:00 a.m. to 8:00 p.m.

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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.

NOTE: All brand and product names are trademarks or registered trademarks of their respective companies.

ABOUT CASETRUST GOLD AWARD

Brother International Singapore was one of the three companies bestowed the Consumers Association of Singapore's (CASE) CaseTrust Gold Award. This premier tier of the CaseTrust Accreditation Scheme is given to businesses with the added edge and distinguishes them as industry leaders. CaseTrust Gold recognises business excellence and superior customer service. To consumers, this award represents a promise of the high standards in service quality. The CaseTrust Gold Award reinforces Brother's vision of providing our customers with world-class service.