

MEDIA RELEASE

Brother Group Celebrates 100 Years of Success

Rich History in Achieving Technological Breakthroughs and Delivering A True Customer-Focused End-to-End Experience

Singapore (16 January 2008) -- Brother Group (headquartered in Nagoya, Japan), a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, marks the company's 100th year in delivering innovative technological solutions, dedicated customer relations and superior product quality.

"2008 is not only an opportunity to commemorate the past, it is also a year to map out endless possibilities for the future. We are committed to our corporate values and everyone involved in shaping our organisation to what it is today. Our sincere gratitude goes out to the countless contributions of our employees, the synergies with our partners and the continuous support of our customers globally," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.

Watanabe added, "We have come a very long way from humble beginnings and we have experienced how our products have made a significant difference to the lives of our customers. From product research, planning, development to design, manufacturing, sales and service delivery, we have only one thing in mind: our customers. Over the years, we have been known as a credible and reliable brand for technological excellence and we will continue to innovate and maintain our leadership position."

Bullish Start on its Next Century

Brother enters the centenary year with growth plans to add a new Research & Development facility in Nagoya City, Japan, this month. Guided by Brother's motto, 'At your side,' Brother aims to stay true and continue to live by this principle to continue its relentless journey to ensure the company manufactures products that meet the needs of their customers.

Memory Lane: 100 Years of Innovation

A century ago, Yasui Sewing Machine Co was established by Kanekichi Yasui in Japan. His eldest son, Masayoshi Yasui, began helping his father at a very young age and even embarked on research activities focusing on his initial ambition – to manufacture sewing machines in Japan.

His younger brother, Jitsuichi Yasui, co-founder of Brother, developed shuttle hooks, which are the main components of the sewing machine. Through the brothers' perseverance, they had overcome all adversities and they succeeded with the mass-production of domestic sewing machines in Japan in 1932. They marketed the sewing machines under the "Brother" brand and founded the company under the same name due to strong family ties. Soon, Brother made its name in manufacturing superior quality sewing machines which has followed through to this day.

Driven by innovation and customer satisfaction, Brother eventually diversified into other businesses and produced typewriters, which were considered a necessity in the office in the 1960s. 1970s witnessed Brother's utilisation of electronics industry to produce the world's first high-speed dot-matrix printer, considered to be the origin of today's printing technology.

In the spirit of innovation, the company developed the electronic typewriter in 1980 and even played a major role in the 1984 Los Angeles Olympics by providing 3,000 typewriters for the event. Brother gained international recognition as the leading typewriter brand worldwide. Its success over the decades further fuelled the company to enter into the printing, communications and digital imaging market in 1987 with the production of laser printers and fax machines.

In 1995, Brother spearheaded the launch of compact laser Multi-Function Centre (MFC) for Small Office Home Office (SOHO) to the international market. The MFC met all the necessities for today's office by offering more functionalities such as copying, scanning, faxing and paperless faxing, which goes beyond just mere printing.

To continue with the innovation, Brother launched in 2007 the most celebrated colour laser printers and MFCs which implemented Brother's very own proprietary print engine technology. Some of the benefits of this technology include improved print speed, print quality and a reduction in Total Cost of Operations.

Brother International Singapore

In 1989, Brother International Singapore was established as the ASEAN headquarters. In 1995, Brother International Singapore set up its Customer Service Centre to serve the needs of its valued customers and in 2004, the first regional solution centre was launched to offer proof-of-concept to corporate customers across Southeast Asia.

Over the next few years, Brother achieved various industry certifications and standards: Brother is the first printer manufacturer to achieve the coveted TCO (TCO'99) standard, a globally recognised benchmark for excellence in ecology, energy, emissions and ergonomics.

In Singapore, the company was named the Gold winner in the Office Equipment category of the prestigious Reader's Digest Trusted Brand Award for two consecutive years, 2005 and 2006. In November 2006, Brother received the Friend of CASE award for the company's dedication to first-class customer service. This comes only a year after receiving the CaseTrust Gold accreditation conferred by the Consumers Association of Singapore (CASE), an organisation that recognises businesses that is committed to maintaining high levels of business and customer practices. There are only four companies in Singapore that were given this award and currently Brother is the only IT peripherals company.

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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.

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

ABOUT CASETRUST GOLD AWARD

Brother International Singapore was the only electronics company to be bestowed the Consumers Association of Singapore's (CASE) CaseTrust Gold Award since 2005. 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 highest possible standards in product and service quality. Besides Brother, only 4 other companies were presented this award. The CaseTrust Gold Award reinforces Brother's vision of providing our customers with world-class service.

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