

**For Immediate Release**

**Brother International Singapore Appoints New Managing Director**



**SINGAPORE, 9<sup>th</sup> April, 2008** – Celebrating 100 years of success in 2008, Brother International, a leader in home and business IT peripherals, has strengthened its bid to establish itself as a leader in the South East Asian region with the appointment of company veteran Takeo Shimazu as Managing Director for Brother International Singapore Pte Ltd.

Mr Shimazu will be responsible for the company's overall operations in the South East Asian region. Prior to this appointment, Mr Shimazu held various senior management positions within Brother's group of companies, most recently as General Manager, Brother Industries Ltd, Japan, where he was responsible for the Corporate Planning Department of the P & H (Personal & Home) Company.

Mr Shimazu joined Brother Industries Ltd in April 1985, and brings to his current role extensive experience in many aspects of Brother's business garnered over the last two decades in markets such as Brazil, Mexico and the U.S. He set up Brother International de Mexico in 1993 and as Director-General (CEO), was responsible for establishing Brother as one of the top brands in Mexico by 1999.

Said Mr Shimazu, "I am very excited to join Brother International Singapore especially at this exciting juncture as the company celebrates its 100<sup>th</sup> anniversary. I look forward to working closely with the regional team as we embark on an aggressive expansion drive, doubling sales volume in the South East Asian region within the next five years."

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## **About Brother International Singapore**

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 1800-BROTHER (276-8437) or visit [www.brother.com.sg](http://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.*

### **For more information, please contact:**

Tan Jing Jun  
Brother International Singapore Pte Ltd  
152 Beach Road  
#21-01/04 Gateway East  
Singapore 189721  
T: (65) 6428 0723  
E: [jingjun.tan@brother.com.sg](mailto:jingjun.tan@brother.com.sg)