

PRESS RELEASE

Brother Singapore Rolls Out Green Initiative on Earth Day
Introduces Collection Points for the Recycling of Brother Consumables at Brother
Customer Service Centre and Selected Retail Stores

SINGAPORE, April 22, 2008 – In conjunction with Earth Day, Brother International, a leader in home and business IT peripherals, today reiterated its commitment to doing its part for the environment with the introduction of the Brother Green Project.

The Brother Green Project is a new recycling initiative which aims to provide customers with an easy and convenient way of disposing used Brother consumables in a socially and environmentally responsible way. As part of this initiative, collection points have been set up at Brother's Customer Service Centre at #01-01 Gateway East for consumers to dispose of their used ink, toners and drum cartridges which will then be recycled. To offer their consumers greater convenience, collection points have also been created at Brother's Concept Store at #04-K1 Funan, DigitalLife Mall, as well as at Skylet at #04-54/55/56 Sim Lim Square.

The Brother Group in Japan have established the 5R concept – Reduce, Reuse, Refuse, Reform and Recycle - which has laid the foundation and set the guidelines for the organisation's active participation in global efforts. As a member of the Brother Group, Brother International Singapore is also guided by the environmental policy and has adopted the 5R concept as a basis for their environmental activities.

Said Takeo Shimazu, Managing Director, Brother International Singapore, "The Brother Group's environmental policy has always been clear. We work towards sustainable development by reducing waste through efficient use of resources, avoiding contamination when developing new technologies and minimizing environmental impact at every stage of a product's life-cycle. With the introduction of Brother Green Project, we hope to encourage our customers to also get on board and do their bit for the environment."

In the pipeline, Brother will also be partnering with other companies and education institutions including National University of Singapore (NUS) to increase accessibility and facilitate the recycling of Brother ink, toner and drum cartridges.

Some of Brother's other environmentally-friendly initiatives include:

Brother's 5R concept

1. **REDUCE** waste material by recycling
2. **REUSE** products and waste material
3. **REFUSE** to buy environmentally unfriendly products
4. **REFORM** materials and use again
5. **RECYCLE** rather than scrap



Restriction of Hazardous Substances (RoHS)

Our machines' eco-friendliness is determined by RoHS (Restriction of Hazardous Substances) Directive. There is restricted use of certain hazardous substances in the manufacture of our products, like lead, mercury and calcium. On top of that, Brother's machines are labelled Energy Savers, which means they consume less power, wrapping up an all round holistic approach to being environmentally friendly.

ISO

Brother consumables are manufactured to exacting, environmentally friendly specifications. Brother worldwide is committed to ISO9001 and in Singapore, Brother is working towards the certification of ISO14001 and with these controls, Brother ensures that quality and reliability are built into every consumable and machine they manufacture. Furthermore, everything they manufacture is produced to worldwide health and safety standards.

Energy Star Approval

Brother laser printers, Multi-Function Centres (MFCs) and faxes comply with the International Energy Star Program. As a long-time Energy Star partner, Brother companies worldwide have strong social and environmental responsibilities to contribute to a cleaner planet.



Brother's Environmental Protection Measure

Brother printers and MFCs have adopted a printing system that reduces consumable wastage. This printing system ensures that users no longer have to throw away a drum or inkjet print-heads every time the toner or ink cartridge has been depleted. Toners and ink cartridges may now be replaced separately. Additionally, all Brother models offer a draft print mode to reduce the amount of toner or ink required for standard prints.

TCO99 Accreditation

Brother is the first and only printer manufacturer to achieve the coveted TCO (TCO'99) certification. TCO99 is an exacting standard governing product safety, ergonomics, handling and physical design, working environment emissions, total environmental management strategy, manufacturing processes, ecology and the operator's manual.



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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. Brother will always be "At Your Side" now and into the future.

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