

**MEDIA RELEASE**

## **Brother HL-2170W Awarded Prestigious Buyers Laboratory “Pick” For Monochrome Printers**

***Stylish and Compact Networked Laser Printer offers SOHOs High Print Speeds and Wireless Printing Capabilities is “Pick of the Year”***

**SINGAPORE, June 26, 2008** – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has received the prestigious Buyers Laboratory Inc. (BLI) Spring 2008 “Pick of the Year” award. Selected as BLI’s pick in the Networked Personal Monochrome Printer category, the HL-2170W monochrome laser printer designed for SOHOs delivered outstanding performance in BLI’s tests, with its exceptional print speeds and wireless printing capabilities for greater flexibility.



**BROTHER INTERNATIONAL CORPORATION**

**Brother HL-2170W  
Outstanding Networked Personal Monochrome Printer**

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BLI is the world’s leading independent tester of document imaging products. The BLI’s “Pick” awards are presented semi-annually to the products that perform the best in their respective categories throughout BLI’s in-depth lab tests. During the test, BLI evaluates all critical performance areas, including reliability, image quality, productivity, print drivers, feedback to workstations, administrative utilities, ease of use, network setup, toner yield, cost of ownership and more.

“One of very few models in this class to include standard wireless printing, the HL-2170W is easy to set up and produces dark text, cleanly formed lines and dense solids, making it a good fit for a variety of printing needs,” said Tony Maceri, BLI senior test technician. “With a competitive cost per page and low price tag, the unit is very easy on the budget as well.”

“Brother is known for our innovative products that meet the diverse needs of our customers, whether they are workgroups in large corporations, SOHOs or small and medium-sized businesses. As such,

we feel honoured to be awarded by the Buyers Lab for the Brother HL-2170W monochrome laser printer. With this encouragement, we will continue to strategically develop the right solutions to help our customers achieve their business goals," said Takeo Shimazu, managing director, Brother International Singapore.

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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](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.*

#### **ABOUT BUYERS LABORATORY**

For 47 years, Buyers Lab has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's US and UK laboratories, the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional products.

The company's databases cover 10,000 products and have a long-standing reputation for being the industry's most trustworthy and complete source for global competitive intelligence. They are available to BLI subscribers online via the company's bliQ competitive information service. This encyclopedic resource also provides quick and easy access to BLI's First Look Reports, Field Test Reports, Lab Test Reports, Solutions Reports, and BLI-produced articles.

In addition to the testing of office equipment for its subscribers, Buyers Lab provides consulting services to buyers and a vast array of confidential for-hire private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (such as toner, ink and photoconductors), software and solutions and print media testing (including virgin and recycled papers).

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