

PRESS RELEASE

Brother Launches Its First Animation Challenge 2007 to Spur Creativity Among Singaporeans

Singapore, 29 June 2007 – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, is proud to present the Brother Animation Challenge 2007, a competition geared towards engaging Singaporeans to unleash their creative juices to design and produce an animated advertisement for Brother.

With the Singapore government's push to establish the country as a Digital Media and Entertainment hub, Brother believes it is the opportune moment to develop a platform for amateurs to showcase their talents which may lead to them seeking a career in animation.

"We implore anyone who thinks they can write, design and animate to participate. Our competition platform provides them with a good opportunity to become a producer of an animated advertisement. As Brother approaches its 100th birthday, we are constantly exploring new ways to reinvent and redefine ourselves and our products to fit the current needs of the market," said Tetsuo Watanabe, Managing Director, Brother International Singapore.

Watanabe added, "By engaging the community, we are further demonstrating how important our customers are to the success of the company. At Brother, we have established ourselves as a leading brand today in the areas of printing, communication and digital imaging due to our "Customer First" approach. We always take into consideration our customers' wants and needs and for this animation advertisement, it is no different."

Animation Challenge to Bring Out the Best in Creativity

The challenge is open to all Singaporeans, from students, professionals and animators alike. Participants interested in entering the competition can do so as an individual or as a team with up to four members within three categories: Primary / Secondary School; Tertiary Institutions; and Public / Professionals. Submission of multiple entries is allowed, however, each needs to be registered separately.

Participants are tasked to create a storyboard highlighting some key features of Brother all-in-ones or Multi-Function Centres. There will be three main rewards for each category and participants can stand to win prizes and cash worth up to S\$10,000. All short listed works will be showcased at a public exhibition between 28th to 30th September.

For the first prize winners and selected shortlisted entries, their creative work will be maintained on the competition website and subsequently on Brother's website for a duration of one-year.

Participants can now register online at www.brother-contest.com.sg/AnimationChallenge.asp. Closing date for the competition is on 5th September 2007. Results will be announced on the competition website on 14th September.

Participants will also invited to attend free animation workshops conducted by Brother's partners, TAB, Wacom and Peripheral Solutions. These companies will impart skills and tips on story boarding and animation creation during the workshop to help participants create their masterpiece. The public workshops will commence from 14th July 2007 onwards, public can visit the competition website for the Workshop schedule, or email events@rubix-cube.com for more information.

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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

In 2005, Brother International Singapore was the only company 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 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.