

PRESS RELEASE

Brother HL-4040CN Receives Hardware Magazine Silver Award

A versatile printer, the HL-4040CN offers SMBs with professional colour printing, fast print speed and exceptional value

Singapore (21 September 2007) – Brother International Singapore, a leader in home and business IT peripherals that focuses on the ‘Customer-First’ approach, is honoured to receive the Hardware Magazine Silver Award for one of its latest colour laser printers, the HL-4040CN. This standalone colour laser printer is designed for Small Medium Businesses (SMBs). It scored 8.5 out of 10 for its fast print speed, outstanding print quality and low total cost of ownership.

“There is a common misconception among SMBs who perceive colour printing as overly expensive. Brother seeks to change that perception with our new colour laser series, which includes the HL-4040CN. In developing this series, we took in consideration the needs of SMBs, who requires a colour printer that would deliver maximum performance while maintaining a low total cost of ownership. This Silver Award from Hardware Magazine further reinforces Brother’s ‘customer first’ approach,” said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.

Good Rating : 8.5 Out of 10

The Brother HL-4040CN received 8.5 points out of 10 with the Hardware Magazine reviewer particularly impressed with the print quality that “was good overall”. Hardware Magazine deemed the HL-4040CN as a printer that is available to SMBs at “a great price as well as even better print speed and quality”.

In addition to providing users with a fast printing speed of up to 20 pages per minute (A4 monochrome and colour), the HL-4040CN is packed with intuitive features such as a USB interface on the front that allows users to print directly from USB flash drive, poster printing and securing print jobs with a PIN number, making it an ideal printer for the office environment. Adding to the convenience is the reprint button that the reviewer noted, which “allows users to reprint the last print job that was sent to the HL-4040CN without having to manually re-create a print job from the PC”.

A space saver, the HL-4040CN uses a horizontal tandem engine that gives it a more compact and lower profile. Its full frontal operation adds to the convenience of changing the consumables or loading of paper.

Pricing, Availability, Warranty and Support

HL-4040CN is priced at S\$728, inclusive of 7% GST. This colour laser printer comes with a set of toner cartridges. Future purchases cost: S\$78 (standard) and S\$138 (high-yield) black toner cartridge and, S\$88 (standard) and S\$148 (high-yield) each for colour toners cartridges (Cyan, Magenta and Yellow).

HL-4040CN is available through Brother International Singapore authorised distributors (C20 and Ingram Micro) and resellers. Each printer carries a 2-year on-site warranty and is supported by the Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. It is open Mondays to Fridays, from 9am to 9pm, and Saturdays, from 9am to 3pm.

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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.

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ABOUT CASETRUST GOLD AWARD

Brother International Singapore was one of the three companies 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 high standards in service quality. The CaseTrust Gold Award reinforces Brother's vision of providing our customers with world-class service.