



PRESS RELEASE

Brother HL-4050CDN Receives PC Magazine's Recommended Award

Packed with intuitive features for maximum performance, the HL-4050CDN delivers quality, value and reliability to SMBs

Singapore (8 August 2007) – Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, is proud to receive the PC Magazine Recommended Award for one of its newest colour laser printers, HL-4050CDN. The standalone colour laser is designed for Small Medium Businesses (SMBs). It scored a 4-star rating for its outstanding performance, intuitive and user-friendly features.

"With our new colour laser series, which includes the HL-4050CDN, Brother aims to change the perception that colour laser printing for SMBs is expensive. Our Research and Development division in Japan took into consideration the needs of SMBs and ensured this series would deliver maximum performance while maintaining a low total cost of ownership. This recommendation award by PC Magazine further reinforces the true value of Brother's 'customer first' approach. At Brother, we manufacture products that meet the needs of our customers," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.

Overall 4 Stars Rating

The Brother HL-4050CDN gained a 4 out of 5 star overall rating with the PC Magazine reviewer particularly impressed with the printing speed of the machine that "measured a speedy 8.1 sec to print out one page of A4 document and 34.2 sec for ten similar pages". PC Magazine deemed the HL-4050CDN as a "capable workhorse that can handle almost any departmental workload".

In addition to providing users with a fast printing speed of up to 20 pages per minute (A4 monochrome and colour), the HL-4050CDN is equipped with features that are ideal for the office environment such as its Lock Colour Usage feature that gives corporate administrators the ability to restrict colour print usage by user and its Toner Save Mode that gives users the option of printing in draft mode for those less important printouts.

In terms of quality printing, the reviewer highlighted that "the HL-4050CDN boasts print resolution of up to 2,400 x 600dpi for colour with high levels of contrast and clarity."

A space saver, the HL-4050CDN 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-4050CDN is priced at S\$828, 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-4050CDN 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.