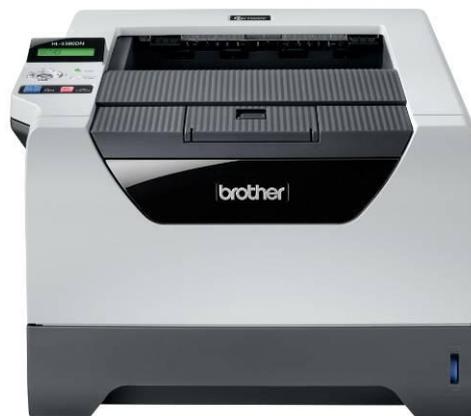


**PRESS RELEASE**

## **Brother Launches High Speed Printing Monochrome Laser Printers with Automatic Duplex Printing Function**

*New models can help small and medium sized businesses lower operating costs with duplex printing and lower electricity bills*



HL-5380DN

**Singapore, 28 May 2009** – Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, today announced four new automatic duplex (double-page) printing laser printers to be available in June 2009. The HL-5300 series: HL-5340D, HL-5350DN, HL-5370DW & HL-5380DN is ideal for small to medium businesses, have a built-in duplex printing function to save paper by printing on both sides of the paper automatically. In addition, all the printers have a high print speed of up to 32 ppm for single page printing and up to 13 ppm for duplex print.

With these new printers, Brother shows its ongoing commitment to delivering the ideal combination of performance features and a great overall value to small office and business users.

In addition to providing maximum performance with high-speed printing, the new printers help reduce customer's total cost of ownership and hence, lower operating costs. The HL-5380DN comes with a high-yield toner while the other models come with a toner that allows printing of up to 3,000 pages where customers can have the option to use high yield toners that can print up to 8,000 pages for bulk savings. The environmental friendly HL-5300 printers have all been awarded with Energy Star for efficient energy usage so users are assured that they can reduce electricity bills with minimal usage on electricity

“With this HL-5300 series, business owners in small and medium-sized offices can find attractive solutions that can help them reduce overall operating costs while still being able to print high quality business documents quickly. They can simultaneously save paper with the machines’ built-in automatic double-page printing, as well as choose high yield toners for larger savings,” said Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd.

The HL-5370DW printer can be set up for wireless network connectivity for the modern office, and with the HL-5350DN and HL-5380DN, the sharing of resources is possible in a small workgroup with the advanced networking features offered by Brother.

A free Brother professional label printer (QL-570) priced at \$198 will be given away with every purchase of any of these network printers, HL-5350DN, HL-5370DW and HL-5380DN.

**Pricing and Warranty:**

**All 5300 Series printers have 3 years on-site warranty.**

HL-5340D: Price – \$388, inclusive of GST.

HL-5350DN, HL-5370DW and HL-5380DN: Price is not available at this moment

These machines can be purchased through Brother International Singapore’s authorised resellers and superstores and are supported by 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 on 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, Malaysia, Indonesia and Vietnam. For more information on Brother International Singapore and its products, please 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.*

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