



PRESS RELEASE

Brother International Opens Representative Office In Vietnam

Singapore (3 April 2007) -- Brother International Singapore, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has announced the opening of its Vietnam Representative Office, located in the IT district of Ho Chi Minh City. The new office will be headed by Eric Nguyen Hoai Nam, Chief Representative and will serve as a service centre and showroom for both its dealers and end-users.

A team of 6 support staff and 2 engineers will provide direct support for both Brother's dealers and end-users via a call-in enquiry helpdesk and walk-in repair services for end-users. This service centre and showroom will showcase Brother's complete product range available to the Vietnam market. Product demonstrations are available to existing customers looking for a new product or potential customers searching for the most suitable printing solution, a hands-on experience to ensure their expectations and requirements are matched with the ideal Brother printing solutions.

"The opening of our latest office is a demonstration of Brother's significant and sustained investment in the region and signifies the growth potential we see in Vietnam. With our Vietnam Representative Office located in the heart of the IT district of the city, we are able to provide our customers and dealers with easy access to our customer service, as 50% to 60% of Vietnam's IT market are currently located in Ho Chi Minh City," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.

"With the appointment of two distributors, The Southern Star Office Equipment Company and GCC Company Limited, we are all excited about our targets for Vietnam in 2007 and our future journey ahead. We aim to have about 100 dealers in Vietnam by the end of 2007," said Eric Nguyen Hoai Nam, Chief Representative, Vietnam Representative Office.

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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.

ABOUT READERS' DIGEST GOLD AWARD FOR OFFICE EQUIPMENT CATEGORY (SINGAPORE)

In April 2006, Brother International Singapore was the Gold winner in the Office Equipment category of the much-coveted Reader's Digest Trusted Brand Award 2006. Receiving this glorious award is testament to Brother's unyielding commitment to leverage on cutting-edge technology to develop superior products with state-of-art innovation and style. This award represents customers' recognition of Brother's relentless efforts over the years to develop products that meet their varied needs. Brother was the recipient of the same Gold Award in 2005.