

PRESS RELEASE

Brother Supports World Consumer Rights Day

Singapore (19 March 2007) - Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, showed their continuous support as a main sponsor of the Consumers Association of Singapore (CASE) "Walk with CASE" event on March 18th to mark the World Consumer Rights Day (WCRD).



Brother representatives lend their support towards consumer rights at "Walk with CASE" event

"CASE hopes that more retailers will be forthcoming in supporting the consumer movement in Singapore. In the long run, a fair trading environment will benefit both retailers and consumers," said Seah Seng Choon, CASE Executive Director.

Besides being a supporter of CASE educational forums, Brother has proactively implemented a company-wide educational programme, organising seminars and talks for its employees to better understand the Consumer Protection Fair Trading Act, which is dedicated to protect the interests of its customers. Brother's strong commitment to service excellence enabled the company to be awarded the CaseTrust Gold accreditation by CASE in 2005. In November 2006, Brother received the Friend of CASE award for its dedication to first-class customer service, just only a year after receiving the CaseTrust Gold accreditation.

"As an international company, Brother is proud to celebrate World Consumer Rights Day along with consumers. Our customers' needs are at the core of our business. In whatever we do, we strive to always embody our motto of being "At Your Side". This is one of the reasons why Brother is active in educating consumers on their rights. In addition to providing for consumers, we want to be a role model for other companies to develop more consumer-friendly policies," said Tetsuo Watanabe, Managing Director, Brother International Singapore Pte Ltd.

"At Brother, we want customers to know that we are always on their side. And being part of this event truly reflects on our commitment towards providing our customers with a service that they can rely on," said Sim Chow Meng, Senior General Manager, Regional Customer Services, Brother International Singapore Pte Ltd.



CASE President, Yeo Guat Kwang, speaking at "Walk with CASE" event

As an avid supporter of CASE, Brother is the first printer company in Singapore to participate in this event to commemorate WCRD. Brother sponsored the event's giveaway bags and gave away three printers during the event's lucky draw.

Tying in strongly with Brother's customer-first stand, WCRD promotes the basic rights of all consumers to be respected and protected. 2,300 people participated in the walk as a show of solidarity for consumer rights in Singapore

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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 ACCREDITATION

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, CaseTrust Gold accreditation represents a promise of the highest possible standards in product and service quality. Besides Brother, only 2 other companies are CaseTrust Gold members. The CaseTrust Gold accreditation 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.

ABOUT WORLD CONSUMER RIGHTS DAY

World Consumer Rights Day was introduced in 1983 by Consumers International and is observed every year on March 15. World Consumer Rights Day activities focus on the eight basic consumer rights: access to basic goods and services, to safety, to choose, to information, to representation, to redress, to consumer education and to a healthy environment. By co-ordinating and promoting World Consumer Rights Day, Consumers International helps to ensure that these rights are given high priority by all governments at the international level.