

PRESS RELEASE

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Brother Redefines Business Colour Printing with Its Latest Range of Colour Laser Standalones and All-in-Ones

Singapore (10 July 2007) – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, aims to redefine business colour printing with its latest range of colour laser standalone printers and Multi-Function Centres (MFCs) targeted at Small and Medium Businesses (SMBs) across the Asia-Pacific region.

“There’s a surge of growth among SMBs in Singapore due to the continuing boom in the economy, and no business can do without a good printer,” says Raju Chellam, Singapore-based Vice President of Access Markets International (AMI) Partners Pte Ltd, that focus on the infocomm needs of SMBs worldwide. “Singapore has about 120,000 SMBs, the bulk of them are smaller sized businesses that are hungry for growth and ready to get to the next stage of IT adoption. They demand cost-effective, technologically-sound and high-value printing solutions.”

A recent AMI survey among SMBs in Singapore found that Brother is among the top five brands that are most preferred by SMBs here. “AMI defines SMBs in two categories: small businesses, which are commercial companies with up to 99 staff, and medium businesses, which are commercial companies from 100 to 999 staff,” Chellam says. “Colour laser printers have a greater penetration among medium businesses at 75%, and are fast gaining traction among small businesses with current adoption at 31%. There is thus a vast potential for colour printers among SMBs in Singapore.”

Set out to tackle three main concerns of small business owners: data security, initial cost of purchase and operating costs, Brother has developed the perfect range of colour laser printers and MFCs aimed at positioning the company as the No. 1 choice for network ready colour laser printers and MFCs among SMBs.

“A clear understanding of the market’s needs for colour laser printing coupled with our technological prowess and our constant determination to manufacture revolutionary printing solutions has given us a foresight to predict future trends in usage of colour laser printers and MFCs,” said Tetsuo Watanabe, Managing Director, Brother International Singapore.

Watanabe added, “With Brother’s ability to maintain low cost of ownership, we predict business owners will soon rely on our colour laser printers and MFCs to print monochrome documents and we are poised to make considerable headway in this area.”

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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

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.