

PRESS RELEASE

**Brother Singapore supports “Walk with CASE 2008”
on World Consumer Rights Day**

Singapore (9th April, 2008) – Brother International, a leader in home and business IT peripherals that focuses on ‘Customer-First’ approach, encourages consumer rights by supporting the Consumers Association of Singapore (CASE), in the “Walk with CASE 2008” event. Held on 16th March, this is the second year Brother has participated in this cause to mark World Consumer Rights Day (WCRD).



Brother representatives with Mr. Seah, Executive Director of CASE (third on right).

“We are glad that Brother Singapore has been supportive of our events for the past 2 years. This clearly demonstrates their belief to our cause and affirms their commitment to ensuring that consumers' rights are upheld. We believe that they will continue in their efforts towards promoting consumer rights,” said Mr. Seah Seng Choon, CASE Executive Director.

WCRD was introduced by Consumers International, whose members include a wide range of different independent consumer organisations, in 1983. This has since been observed every year on March 15th around the world.

Brother marked this significant day by supporting the walk for the second time. Besides (having its staff participated in the walk,) Brother also sponsored the event’s giveaway bags and three printers as lucky draw items.

This year's "Walk with CASE 2008" was a mass event which brought together over 5,000 consumers from a wide range of demographics – compared to last year's 2,300 participants. Led by Mr. Khaw Boon Wan, Minister for Health, participants raised awareness for the basic rights of all consumers, as well as the profile of the consumer rights movement in Singapore, by walking the Merchant Court Loop.



**Event is supported by
Government Officials**

"Brother has always underlined our 'At Your Side' motto with our 'Customer-First Approach', in all aspects of our business, for 100 years", explained Mr Takeo Shimazu, Managing Director of Brother International Singapore Pte Ltd. "We have been acknowledged for our commitment to customers' needs – not only from the loyalty of the customers themselves – but also through accolades like CASE's CaseTrust Gold award, which is the premier tier of the CaseTrust Accreditation Scheme. Our ongoing participation in WCRD activities is part of our continual effort to meet customer satisfaction levels."

"We are proud to support CASE's event in Singapore, because we know that we are giving consumers the best that we can give," added Mr Sim Chow Meng, Senior General Manager of Regional Customer Services, Brother International Singapore Pte Ltd. "The healthy participation for the walk this year shows that Singaporeans are becoming increasingly aware of their rights as consumers, and this is a positive trend that Brother encourages."

###



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 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 the only electronics company to be bestowed the Consumers Association of Singapore's (CASE) CaseTrust Gold Award since 2005. 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 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.

Media Contact: **Tan Jing Jun**
Brother International Singapore Pte Ltd
Phone: (65) 64280723
Email: jingjun.tan@brother.com.sg