

PRESS RELEASE

Brother Group Celebrates 100 Years of Success

Rich History in Achieving Technological Breakthroughs and Delivering A True Customer-Focused End-to-End Experience

Bangkok, Thailand (22 May 2008) -- Brother Group (headquartered in Nagoya, Japan), a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, marks the company's 100th year in delivering innovative technological solutions, dedicated customer relations and superior product quality.

"2008 is not only an opportunity to commemorate the past; it is also a year to map out endless possibilities for the future. We are committed to our corporate values and everyone involved in shaping our organisation to what it is today. Our sincere gratitude goes out to the countless contributions of our employees, the synergies with our partners and the continuous support of our customers globally," said Takeo Shimazu, Managing Director, Brother International Singapore Pte Ltd.

Takeo added, "We have come a very long way from humble beginnings and we have experienced how our products have made a significant difference to the lives of our customers. From product research, planning, development to design, manufacturing, sales and service delivery, we have only one thing in mind: our customers. Over the years, we have been known as a credible and reliable brand for technological excellence and we will continue to innovate and maintain our leadership position."

Bullish Start on its Next Century

Brother enters the centenary year with growth plans to add a new Research & Development facility in Nagoya City, Japan, this month. Guided by Brother's motto, 'At your side,' Brother aims to stay true and continue to live by this principle to continue its relentless journey to ensure the company manufactures products that meet the needs of their customers.

Memory Lane: 100 Years of Innovation

A century ago, Yasui Sewing Machine Co was established by Kanekichi Yasui in Japan. His eldest son, Masayoshi Yasui, began helping his father at a very young age and even embarked on research activities focusing on his initial ambition – to manufacture sewing machines in Japan.

His younger brother, Jitsuichi Yasui, co-founder of Brother, developed shuttle hooks, which are the main components of the sewing machine. Through the brothers' perseverance, they had overcome all adversities and they succeeded with the mass-production of domestic sewing machines in Japan in 1932. They marketed the sewing machines under the "Brother" brand and founded the company under the same name due to strong family ties. Soon, Brother made its name in manufacturing superior quality sewing machines which has followed through to this day.

Driven by innovation and customer satisfaction, Brother eventually diversified into other businesses and produced typewriters, which were considered a necessity in the office in the 1960s. 1970s witnessed Brother's utilisation of electronics **industry to produce the world's first high-speed dot-matrix printer, considered to be the origin of today's printing technology.**

In the spirit of innovation, the company developed the electronic typewriter in 1980 and even played a major role in the 1984 Los Angeles Olympics by providing 3,000 typewriters for the event. Brother gained international recognition as the leading typewriter brand worldwide. Its success over the decades further fuelled the company to enter into the printing, communications and digital imaging market in 1987 with the production of laser printers and fax machines.

In 1995, Brother spearheaded the launch of compact laser Multi-Function Centre (MFC) for Small Office Home Office (SOHO) to the international market. The MFC met all the necessities for today's office by offering more functionalities such as copying, scanning, faxing and paperless faxing, which goes beyond just mere printing.

To continue with the innovation, Brother launched in 2007 the most celebrated colour laser printers and MFCs which implemented Brother's very own proprietary print engine technology. Some of the benefits of this technology include improved print speed, print quality and a reduction in Total Cost of Operations.

Over the next few years, Brother achieved various industry certifications and standards: Brother is the first printer manufacturer to achieve the coveted TCO (TCO'99) standard, a globally recognised benchmark for excellence in ecology, energy, emissions and ergonomics.

Brother Commercial Thailand closes fiscal year end 2007 with great record

Brother Thailand reported results for the fiscal year end 2007 with a total of 10 percent increase in revenue compared to the year 2006. In addition, Brother has been ranked No. 1 market leader in Laser MPF (Multifunction Peripherals) by IDC for more than 2 consecutive years and the continuous sales growth of Inkjet MFC with no. 4 market share and the increasing sales volume of 64% over last year.

Brother Thailand also introduces new management team by appointing Mr. Takeo Shimazu as Managing Director oversees the company's operations in the South-East Asia region including Thailand and Mr. Takao Shima as a new Director responsible for the overall management of Brother Thailand.

In commemoration of Brother's 100th anniversary, Brother Thailand would like to express our sincere gratitude by launching "**CSR for Society & Environment**" campaign to show our commitment for the society and environment. The campaign aims at initiating various new and creative activities focusing on education, social development and environment-friendly awareness in Thai community. The first of its kind will be the donation of 100 Brother's products to selected schools in rural areas.

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ABOUT BROTHER COMMERCIAL (THAILAND) 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, India as well as liaison offices in Indonesia and Vietnam. For more information on Brother Thailand and its products, please visit www.brother.co.th

Brother will always be "At Your Side" now and into the future.