

Press Release

**BROTHER INTERNATIONAL (GULF) FZE reveals
Middle East launch of new Monochrome Laser series**

- ***Japanese Consul General, Jafza Deputy CEO and other leading government and BROTHER INTERNATIONAL officials attend launching ceremonies***
- ***The HL-1110, DCP-1510, MFC-1810 and MFC-1815 have been tailor made to address demands of high quality and cost effective prints from region's consumers and SMEs***

September 15, 2013

BROTHER INTERNATIONAL (GULF) FZE, a group company of Brother Industries, Ltd., one of the leading global manufacturers of laser and Inkjet printing devices, has revealed the Middle East launch of its latest range of monochrome-laser printers / Multi-Function Centres (MFCs) models at a special event held on Thursday (September 12, 2013) at the Emirates Ballroom of the JW Marriott Marquis hotel. The new series, which includes the HL-1110, DCP-1510, MFC-1810 and MFC-1815, have been specially designed to meet the demands of reliability, high quality and cost-effective prints from the region's consumers and small and medium sized businesses (SMEs).

The launching ceremony was led by Soichi Murakami, Managing Director, BROTHER INTERNATIONAL (GULF) FZE, and was graced by the invited guest of honor, His Excellency (HE) Daisuke Matsunaga, Consul General of Japan. Also present during the event were VIPs that included Ibrahim Al Janahi, Deputy CEO, Jebel Ali Free Zone (Jafza); Kazutoshi Kato, General Manager - Corporate Communications Department, BROTHER INDUSTRIES, Ltd.; Shinji Tada, General Manager - Marketing Control Department, BROTHER INTERNATIONAL CORPORATION, the parent subsidiary of BROTHER INTERNATIONAL (GULF) FZE, and

more than 20 distributors from across the region along with their Tier 1 partners. In addition to the launching of the four new models, the event also introduced the company's new logo, which showcases BROTHER INTERNATIONAL's 100-year mark of excellence as a leading Japanese company.

"BROTHER INTERNATIONAL is regarded as one of the early companies that have helped put Japanese technology and insight into the global frontline markets," said HE Daisuke Matsunaga, Consul General of Japan. "Their steadfast commitment in developing products that are not only useful but also convenient and easy to use have afforded them a presence in every household all over the world. We are proud of this company—a true embodiment of Japanese excellence."

"Dubai and Jafza continues to live up to their reputation as a global hub for businesses coming from various industry verticals. There are a myriad of opportunities for both local and global companies who have confidently invested in the Emirate. In fact, industry leaders like BROTHER INTERNATIONAL are enjoying strong market presence from their operations here in Dubai, which also extends to the rest of the Middle East region," said Ibrahim Al Janahi, Deputy CEO, and Jafza. "We congratulate BROTHER INTERNATIONAL on the release of these four new models and also for the introduction of their new logo—a fitting tribute to the company's century-wide commitment towards excellence in product and service."

Al Janahi added, "In Jafza we take pride in BROTHER INTERNATIONAL's remarkable growth over the years and reiterate our commitment to extend our full support in all their initiatives and ventures. Facilitating the growth of our valued companies like BROTHER INTERNATIONAL and others is something we have worked on for over a quarter century. To create a successful business model means offering customers the best of everything in one place. Jafza is currently home to more than 7,000 of the world's finest companies, which includes 120 Global Fortune 500 enterprises. Our model of a vibrant free zone integrated with the transport and logistics facilities offered by Jebel Ali Port, and more recently by Al Maktoum International Airport, allows our valued customers to reach and serve the entire region spanning West Asia, the CIS, Africa as well the Indian Subcontinent, efficiently."

The two main aspects of this newly released line are 'affordability' and reliability.' These new models have been designed and developed based on studies that the company has made on the current market trends and what end users want in a printer. In line with this, BROTHER INTERNATIONAL has come up with this dynamic new range of monochrome laser printers that are not only competitive priced but also utilizes similarly priced toner cartridges—affording users with lots of savings. Moreover, each unit comes with a three-year warranty. In terms of reliability, all printers come with an enhanced two-roller system that ensures hassle free printing.

“Businesses in the Middle East have long been demanding for printers and MFCs that are not only reliable but can also provide high quality print outs across large quantities. Understanding this, we have now launched four engaging new models that assure users of performance excellence and world class quality printing. The release of these new models highlights our 100-year mark of excellence as a leading Japanese company and further demonstrates our continued commitment towards creating and developing key solutions that can best answer the challenges presented by our users,” concluded Soichi Murakami, Managing Director, BROTHER INTERNATIONAL (GULF) FZE.

-Ends-

About BROTHER INTERNATIONAL (GULF) FZE:

BROTHER INTERNATIONAL (GULF) FZE is a group company of Brother Industries, Ltd., one of the global leaders in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises. The company's headquarters for Middle East, Africa and Turkey, with fully integrated sales, marketing and services capabilities, is located at the Jebel Ali Free Zone in Dubai. BROTHER INTERNATIONAL (GULF) FZE has authorized distributors across the MENA region, including Africa and Turkey. The core products of the company are Laser printers, Facsimile machines and Multi-Function Centres. Brother's product range also includes Labelling machines, Electronic Typewriters, Mobile Printing Devices, Home Sewing machines and Embroidery machines.