

May 2, 2011

Media Contact:  
Carolyn Woodside  
516-935-4944  
carolynw@egcgroup.com

## FOR IMMEDIATE RELEASE

### **BROTHER INTERNATIONAL CORPORATION RECEIVES 'BEST MARKETING' AWARD FROM LAURA ASHLEY**

*Brother™ Receives Award for the New Laura Ashley Limited Edition Sewing and Quilting Machines*

BRIDGEWATER, N.J. — [Laura Ashley, Inc.](#), one of the world's most recognized brand names in fashion and home furnishings, recently honored [Brother International Corporation](#) with the '2010 Best Marketing' award. Brother was chosen out of 39 companies who are licensees of the popular brand, and was thrilled to receive this recognition during the Annual Licensing Conference hosted by Laura Ashley in South Carolina. It is a great achievement for the company who introduced the Laura Ashley *Limited Edition* [Innov-is NX-2000](#) sewing and quilting machine last April and the Laura Ashley *Limited Edition* [Innov-is NX-800](#) sewing machine last August.

"Brother launched the first Laura Ashley sewing machine in record time," said Penne Cairolì, Vice President of Licensing at Laura Ashley. "The success of the launch can be attributed in part to their marketing initiatives. From the start, Brother has been consistent in promoting the Laura Ashley brand across multi-channels—from traditional advertising and point of sale material to [dedicated micro-sites](#) and [broadband videos](#). The marketing message reaches both trade and consumer audiences and utilizes all forms of media including print, TV, web, and social networks."

All of the marketing and advertising materials created for the Laura Ashley *Limited Edition* line of sewing and quilting machines have a sophisticated, contemporary design, which emphasizes how the easy-to-use, computerized sewing machines can help anyone add a touch of English to every stitch. The Innov-is NX-800 is perfect for the beginner and has an attractive pink design, complemented by delicate floral details, making it an attractive addition to any sewing room. The Innov-is NX-2000 was engineered for the advanced seamstress who craves additional quilting and embellishment features to provide added detail and dimension to any fashion or home décor project.

"We have received great feedback from our dealers and customers on the Laura Ashley *Limited Edition* Machines and plan to continue our commitment to creating inspiring, fashion forward products with the distinctively classic Laura Ashley brand," explained Dean F. Shulman, senior vice president of Brother International Corporation and head of the company's home appliance and industrial products divisions.

For more information about Brother sewing, embroidery, quilting and crafting machines and accessories, visit the [home sewing and embroidery pages](#) of [www.brother.com](#). To stay connected, visit Brother on [Facebook](#), [Twitter](#), or [YouTube](#).

**Photo from Laura Ashley Licensing Conference:**



Laura Ashley President Kwan C. Ng with Dean Shulman, Senior VP of Brother International Corporation

**Product shots of the Laura Ashley Limited Edition Machines:**



Laura Ashley Limited Edition Innov-is NX-2000



Laura Ashley Limited Edition Innov-is NX-800

**About Brother International Corporation:**

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices.

Brother is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$5 billion, this global manufacturer was started almost 100 years ago by sewing fanatics.

Brother offers a diversified product line that includes fax machines, Multi-Function Center<sup>®</sup> machines, P-touch<sup>®</sup> Labeling Systems and both color and mono laser printers for home, office and industry.

Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters in Bridgewater, New Jersey, Brother has facilities in California, Illinois, Massachusetts and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina, Peru and Mexico. For more information, you can visit the website at [www.brother.com](http://www.brother.com).

**About Laura Ashley:**

Since 1953, Laura Ashley has been one of the world's most beloved and best-selling brands of women's wear, children's wear and home furnishings. Laura Ashley, Inc. maintains its North American headquarters in Fort Mill, S.C., where it licenses the Laura Ashley<sup>®</sup> brand name throughout North and South America. Today, 39 licensees, such as Kincaid Furniture, Russell Newman and Hollander Home Fashions, manufacture and distribute a variety of quality fashion and home furnishings products under the Laura Ashley brand name. For a complete list of Laura Ashley licensed products sold in the U.S. and Canada, visit <http://www.lauraashley-usa.com>.