

NEWS RELEASE
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Brady introduces cloud-based LINK360™ software platform

New software program offers complete view of visual information activities

MILWAUKEE, Wis. (August 14, 2012)—[Brady](#) announced today the launch of its new LINK360™ software platform. This program is a cloud-based platform that manages the visual information on and around equipment and machines. The program allows managers a 360-degree view on all activities that are performed in their facility to create, use and update equipment visuals at either a single location or across many locations.

Brady [LINK360™ software](#) closes the loop on scalability and sustainability through the management of equipment visuals from any location that has access to the internet. In just minutes, LINK360™ software can create clear, concise and easy-to-follow visually instructive procedures. The software can also grant permission and rights for viewing, editing and creating templates and procedures in order to maintain consistent symbols and languages at all locations.

“LINK360™ software offers the ability to achieve compliance and standardization across an entire organization,” says Marlon Davis, Brady software business lead. “This product moves the needle from simply implementing standard operational procedures to being able to easily scale the program for an entire organization and sustain it through alerts, notifications and reports, regardless of the location.”

This software platform was designed to ensure that if changes are made to equipment, the respective equipment visuals are kept up-to-date in order to keep employees safe and equipment in working condition. Additional regulatory and productivity standards will continue to be added to the software to offer a comprehensive catalog of management tools.

For more information:

To learn more about Brady’s LINK360 software, visit www.BradyID.com/LINK360. For more information on Brady’s complete line of products and offerings, visit www.BradyID.com. In Canada, visit www.BradyCanada.ca.

About Brady:

Brady Corporation (NYSE: BRC) is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Its products include high-performance labels and signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company has millions of customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee and employs 6,600 people at operations

in the Americas, Europe and Asia/Pacific. Brady's fiscal 2011 sales were approximately \$1.3 billion. More information about Brady Corporation is available at www.bradycorp.com.

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