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NEWS RELEASE For Immediate Release

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Brady launches new Safety Solutions for the Mining Industry Brochure

Guide includes visual information products for safe mining sites

MILWAUKEE, Wis. (September 28, 2012)—Brady today announced the release of its new Safety Solutions for the Mining Industry brochure. The 12-page publication identifies important issues facing the industry as well as products and services that help create optimal conditions at any mining site.

"With costly MSHA violations impacting companies, incorporating visual information into their mining sites is critical to both their bottom line and employee safety," states Wes Egert, senior national account manager for Brady. "Visual information also helps bridge the knowledge gap left by experienced workers who are retiring at a rapid rate."

The brochure includes products such as: critical signs and arc flash labels, innovative safety devices for compliant lockout/tagout programs, and smart technology like printers and software. Also included are Brady's best selling absorbents, and floor and barricade tapes.

For companies needing assistance incorporating visual information and compliance solutions at their mining site, Brady's Visual Management Workshops and Visual Lockout Procedures Service are also detailed within the brochure.

For more information:

To learn more about Brady's mining solutions, download the brochure. 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 highperformance labels and signs, safety devices, printing systems and software, and precision diecut 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.