

NEWS RELEASE For Immediate Release

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Brady launches updated S-32 Safety, Facility and Equipment Identification Catalog

Updated Brady catalog offers expanded product information

MILWAUKEE, Wis. (December 7, 2012) – Brady announced today the release of its new S-32 Safety, Facility and Equipment Identification catalog. The new 436-page catalog offers the latest information on Brady's complete line of safety products and solutions.

Catalog enhancements include expanded sign and printer sections

The largest update to the S-32 catalog is the addition of more than 13,000 sign part numbers, which includes new listings for a variety of sign parts and custom signs offering. The catalog makes it easy to match signs to proper applications with easy-to-understand guides and a complete sign index.

Three <u>new printers</u> have also been added to the catalog, including the BBP®33 industrial label printer, BMP®51 portable label printer and BMP®53 portable label printer. The labeling systems section includes expanded printer information on accessories, materials, ribbons and starter kits, in addition to a portable and benchtop printer comparison guide.

Catalog showcases variety of new product offerings

Brady's Safety, Facility and Equipment Identification catalog offers 150 new product pages of several expanded product lines, including visual workplace solutions, such as red tag products, ToughStripe® floor marking tape and ToughJet® durable adhesive sheets. Other new products include the Butterfly Valve lockout device, procedure writing and safety consulting services, spill containment products, GHS labels and more.

The catalog is designed to provide a variety of safe and compliant solutions for key areas, such as lean manufacturing and maintenance, lockout/tagout, arc flash, hazard communications, slips, trips and falls, spill containment, voice/data communications, emergency egress and hospital facility safety.

For More Information:

The Safety, Facility and Equipment Identification catalog (#Y2761258) is available for digital download on BradyID.com. Contact a Brady representative at 1-888-250-3082 to request a hard copy.

About Brady Corporation:

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 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.

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