

NEWS RELEASE
For Immediate Release

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Brady offers limited-time industrial and portable printer promotion
Special 30 percent off discount is available on Brady printers starting today

MILWAUKEE, Wis., (March 1, 2013) — [Brady](http://www.bradycorp.com), a leading manufacturer for label printers and materials is now offering a special [30 percent off discount](#) on a variety of its printer models. This limited-time offer is available beginning today until May 31, 2013.

Brady also has a bonus offer of a [free label material of choice](#) (up to a \$300 value) if the customer purchases any six rolls of materials for their new printer within 30 days of their printer purchase.

The printers included in the promotion are:

- BBP®31 Label Printer
- BBP®33 Label Printer
- IP® Thermal Transfer Printer
- MiniMark™ Industrial Printer
- GlobalMark®2 Industrial Label Printer
- BMP®51 Portable Label Printer
- BMP®53 Portable Label Printer
- BMP®71 Portable Label Printer

“Offering Brady printers and consumables at a discounted rate provides customers an opportunity to purchase the industry’s best labeling equipment for their facility while saving on costs,” says Matt Luger, senior product marketing manager for printers.

Brady’s portable and benchtop printers provide label solutions for a variety of applications, including facility operations, lean and 5S, workplace safety and compliance, product identification, laboratory, electrical, automation, telecomm and more.

For more information

For more information about Brady’s printer promotion, visit www.BradyID.com/Save30. To learn more about Brady’s complete product offering, 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 6,900 people at operations in the Americas, Europe and Asia/Pacific. Brady's fiscal 2012 sales were approximately \$1.3 billion. More information about Brady Corporation is available at www.bradycorp.com.

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