

NEWS RELEASE
For Immediate Release

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Brady adds new authentication and tracking services to brand protection offering
Latest partnership with Verify Brand expands Brady's brand protection portfolio

MILWAUKEE, Wis., (March 11, 2013) —Brady, a leading provider of integrated brand protection solutions announced today it has entered into a sales and marketing agreement with Verify Brand, a recognized leader in supply chain security and management systems for manufacturers and governments. The new partnership allows Brady to resell Verify Brand's serialization, data messaging and management, tracking, authentication and reporting services.

"Brady is a well-respected provider in the brand protection market and we're excited to make our extensive services available through their global sales team," says Kevin Erdman, Verify Brand president. "We feel their global reach, industry focus and continued investment in the brand protection and supply chain security markets provides brand owners a strong and integrated offering."

The partnership comes at a time when a number of industries are facing government mandates that dictate the need for some form of supply chain control. Other industries are using secure tracking services to combat counterfeiting problems and diversion of products into the wrong channels.

"We are very excited to have access to Verify Brand's services," says Paul Zarling, Brady's brand protection global director. "They have a long history and proven experience with improving supply chain security and traceability. Combining Verify Brand's services with Brady's strong authentication labeling solutions offers brand owners the best of both digital and physical protection available."

For More Information:

For more information about Brady's brand protection services, visit www.BradyID.com/BrandProtection or contact a Brady representative at 1-800-297-5778

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 \$1.32 billion. More information about Brady Corporation is available at www.bradycorp.com.

About Verify Brand, LLC:

Verify Brand is a recognized leader in developing, deploying, and supporting supply chain security solutions for manufacturers across industries, including information & communication technology, life sciences, high-value consumer goods, food, chemicals, industrial components and others. Verify Brand's Software as a Service (SaaS) offering provides optimized supply chain visibility through product secure Unique Identification (sUID) and the associated object data. This results in the ability to securely manage products while providing valuable information and analytics about the sUID throughout its life-cycle to improve business processes within industry and government operations. Verify Brand services are helping to secure hundreds of millions of products with customers across industries and languages in more than 80 countries around the world. For more information, visit www.verifybrand.com.

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