

NEWS RELEASE
For Immediate Release

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Brady announces expanded five-year benchtop printer warranty program
Brady360® offers free five year printer warranty on benchtop models

MILWAUKEE, Wis. (Oct 16, 2013) — [Brady](#), a global leader of industrial and safety printing systems and solutions, announced a new, free five-year warranty standard on [benchtop printers](#) as parts of its [Brady360® service offering](#). This new industry-leading warranty provides users with five-years of part and labor repair coverage as well as extra benefits, at no additional charge:

- Loaner printer during repairs
- One print head replacement in first five years
- Return shipping on any printer repair
- Stress-free setup session
- Repair parts and labor
- Lifetime printer firmware upgrades
- Lifetime technical support via phone and email
- One Brady360® preventative maintenance service

“Brady360 lets us strengthen our commitment to our customers by providing services and support that they are looking to get from their printer provider,” says Matt Luger, product marketing specialist for printers. “Brady360 not only backs up your printer investment by covering you when service is needed, but also provides loaner printers and proactive maintenance assistance so you don’t experience any additional downtime and your printer is in top running condition at the time of need.”

Brady has a team of 30 certified technical support and repair technicians available by phone and email to provide support. The warranty is free and available to any customer who purchases a qualifying benchtop printer.

For more information

To learn more about the Brady360® Warranty Program, visit www.BradyID.com/Brady360. For Brady’s complete product offering, visit www.BradyID.com. In Canada, visit www.BradyCanada.ca

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 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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