

NEWS RELEASE
For Immediate Release

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Brady Says Goodbye to IDXPERT™ & LABXPERT™ Printers

Replace obsolete XPERT models with BMP®41 or BMP®51 printers & get three free cartridges

MILWAUKEE, Wis. (February 12, 2014) – [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced that its IDXPERT™ and LABXPERT™ printers are obsolete. Printer owners can [trade in XPERT model printers](#) and convert to Brady's new BMP®41 or BMP®51 printers to receive three free label cartridges.

“Brady’s BMP41 and BMP51 printers are the recommended replacements for the XPERT models,” says Matt Luger, product marketing specialist for Brady. “Not only do they cover all the material types and part sizes of the obsolete printers, but they take label printing to a whole new level. Customers will benefit from faster, easier and more reliable printing with the BMP41 and BMP51 printers.”

To determine which printer is the best fit for your labeling needs when converting to the BMP41 or BMP51 printers, view Brady’s [XPERT Cartridge Cross-Reference Chart](#).

“The XPERT conversion promotion is an excellent opportunity for customers to upgrade and enhance their printing and labeling experience with a new printer model, and also get started with free label cartridges,” adds Luger.

While IDXPERT and LABXPERT printers are no longer available, customers can still order XPERT model supply cartridges and use Brady’s repair services and technical support for their XPERT model printer if needed.

For more information

For more information on Brady’s XPERT printer trade in and conversion, visit BradyID.com/TradeIn. To learn more about Brady’s complete product offering, visit BradyID.com. In Canada, visit 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 2013 sales were approximately \$1.15 billion. More information about Brady Corporation is available at www.bradycorp.com.

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