

NEWS RELEASE
For Immediate Release

Media Contact: Casey Schaak, (414) 438-7029
Casey_Schaak@bradycorp.com

Product Contact: Matt Luger, (414) 438-7032
Matt_Luger@bradycorp.com

Tel: 414 358 6600
Fax: 414 438 6910
www.bradycorp.com

Brady's "Save Now, Label More" Event – the Opportunity You've Been Waiting For!
Limited-time, 30% off discount on select Brady printers starting today

MILWAUKEE, Wis., (March 3, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader of industrial and safety printing systems and solutions, today announced a special [30% off discount](#) on a variety of its benchtop and portable printer models. This limited-time offer is available beginning today until May 30, 2014.

"The Brady 'Save Now, Label More' Event gives you the opportunity to save on a quality Brady printer, while expanding your labeling and sign making possibilities," says Matt Luger product marketing specialist for Brady. "With solutions in every industry, adding a new Brady printer to your fleet means improved safety and productivity with professional looking, durable labels and signs. Don't miss out on a chance to enhance workplace visuals while saving money."

The printers included in the promotion include:

- BBP®31 sign and label printer
- BBP®33 label printer
- BMP®71 portable label printer
- BBP®85 sign and label printer
- GlobalMark®2 Color & Cut label maker
- GlobalMark®2 MultiColor label maker

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, telecom and more.

For more information

For more information about Brady's printer promotion, visit BradyID.com/Save30. 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.