

NEWS RELEASE
For Immediate Release

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Brady to Attend 2014 IPC APEX EXPO

Company to showcase latest polyimide labels and giveaway BBP®33 printer at trade show

MILWAUKEE, Wis. (March 19, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced it will attend the 2014 IPC APEX EXPO. The event will be take place March 25-27, 2014, at the Mandalay Bay Resort and Convention Center in Las Vegas, Nevada. Brady will exhibit at booth #2617.

At the show, Brady will showcase its latest polyimide labels, including:

- [Electrostatic dissipative labels](#) – designed to protect the static-sensitive components of circuit boards
- [Circuit board & component ID](#) – designed to withstand high heats and powerful chemicals used in printed circuit board manufacturing

Show attendees can visit Brady at booth #2617 to enter to win a free [BBP®33 printer](#) and software kit.

For more information:

To learn more about Brady's polyimide labels before the show, contact Brady at 1-888-272-3946 or bradyusa@bradycorp.com. For 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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