

**NEWS RELEASE**  
**For Immediate Release**

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**Brady Corporation and Tego Inc. Jointly Develop Next Generation Smart RFID Labels  
and Solutions for Aerospace**

**MILWAUKEE, Wis.** (April 9, 2014) — Brady Corporation (NYSE:BRC), a leading manufacturer and marketer of high-performance identification products, and Tego, Inc., a leader in next generation RFID (radio frequency identification) solutions, announce the release of a smart RFID integrated label, designed to meet AS5678 requirements and the aerospace industry's ATA Spec 2000. These smart RFID labels and solutions are the next generation of products to extend the use of smart asset tagging in aerospace applications.

Brady and Tego jointly developed this innovative smart RFID label, flexible in design, intended for use on both metal and non-metal aircraft parts, and capable of being printed and encoded with ATA compliant data records and bar codes at the time of use. The label integrates Tego's rugged, high-memory TegoChip™ technology with Brady's customized, high-performance label materials designed to withstand the extreme temperatures and exposure to harsh chemicals typically found in the aerospace industry. These smart RFID labels are available with up to 8K bytes of memory accommodating all ATA Spec 2000 data requirements.

"Brady and Tego have strong capabilities to develop solutions that meet the expectations of the avionics industry," said Timothy Butler, CEO of Tego, Inc. "Tego is a leader in RFID technology expertise and understanding, and Brady brings leading materials expertise as well as a global manufacturing footprint and technical support."

"Brady is poised to engage its global sales and technical support network to assist aerospace professionals anywhere in the world," said Matt Williamson, President of Brady's Identification Solutions business. "We see this offering in the aerospace industry as a springboard into other industries such as chemical, oil and gas and life sciences with challenging durability and data requirements."

**About Brady Corporation**

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Brady's products include high-performance labels, signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, medical and a variety of other industries. Brady's fiscal 2013 sales were approximately \$1.15 billion. The company is

headquartered in Milwaukee, Wisconsin and as of July 31, 2013 employed approximately 7,400 people in its worldwide businesses. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at [www.bradycorp.com](http://www.bradycorp.com).

### **About Tego, Inc**

Tego's rugged high-memory RFID solutions, including best-in-class semiconductor chips, tags, and application software are creating distributed interconnected smart assets that communicate wirelessly and without batteries. With the ability to read and write information directly on assets, organizations can automate processes, make intelligent decisions at the point of use, and know immediately the history, condition and status of any asset. Today, through Tego innovation, smart asset capabilities are providing solutions previously not possible or imaginable. Tego, founded in 2005, is based in Waltham, MA. For more information, visit [www.tegoinc.com](http://www.tegoinc.com)