

NEWS RELEASE
For Immediate Release

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Brady SPC to Attend the International Oil Spill Conference 2014
Company to showcase comprehensive line of absorbent solutions

MILWAUKEE, Wis. (April 30, 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 International Oil Spill Conference 2014. The event will take place May 5-8, 2014, at the Savannah Convention Center in Savannah, Georgia. Brady SPC will exhibit at booth #714.

At the show, Brady SPC will showcase a variety of [absorbent and spill containment products](#), including oil-absorbent pads, booms, sweeps, high-visibility safety pads and absorbent kits. The Brady SPC oil-only absorbents are specialized for oil and other petroleum-based spills. They are designed to repel water and float indefinitely, and are also unaffected by temperature and impervious to rot and mildew.

The full line of Brady SPC products offers oil-only, chemical and general absorbent solutions for leaks, drips and spills. To learn more, show attendees can visit Brady SPC at booth #714.

For more information:

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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