

NEWS RELEASE
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Media Contact: Casey Schaak, (414) 438-7029
Casey_Schaak@bradycorp.com
Product Contact: Dennis Polinski, (414) 358-6711
Dennis_Polinski@bradycorp.com

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

Brady Launches New Website: BradyBrandProtection.com

New website showcases brand protection and product authentication solutions

MILWAUKEE, Wis. (May 9, 2014) — Brady (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, announced today it has expanded its global brand protection digital presence with the launch of BradyBrandProtection.com. The new site allows brand owners to easily access information on Brady's end-to-end brand protection programs that are custom designed for each customer.

The website offers straightforward navigation and quick access to core brand protection offerings and information, such as:

- Overt and covert product authentication technologies
- Digital authentication and tracking
- Online brand and channel integrity monitoring
- Tamper evident labels that are both customized and supply-chain controlled
- Off-the-shelf indicating label products

"Brady has invested further in its brand protection business by creating one global and streamlined presence that represents our products and service offerings," says Dennis Polinski, global product manager, brand protection solutions for Brady.

Brady's digital and online partnerships, inked in 2013 with HP Software Professional Services and NewMo, expanded the company's technology offering to provide more robust, integrated brand protection solutions for customers in the industrial and consumer goods markets. The new website better showcases Brady's wide range of offerings – both its core brand protection technology capabilities and those developed through its partnerships.

For more information:

To learn more about Brady's brand protection solutions and to browse the new website, visit BradyBrandProtection.com.

For Brady's complete product offering, visit BradyID.com (U.S.), BradyCanada.ca (Canada), BradyEurope.com (Europe) or BradyID.com/AP (Asia Pacific).

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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