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

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**Brady Releases LabelMark™ 6.1 Label Design Software Update**

*Latest software version offers additional languages and features for optimum label creation*

**MILWAUKEE, Wis.** (October 1, 2014) — [Brady](http://brady.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the release of its [LabelMark™ 6.1 label design software](#). The new software version is an enhancement to LabelMark 6.0, offering all of the same label design functions and easy navigation, with the addition of a breaker box application as part of its app-based user interface, import capabilities for XMT files, 10 language options and a CD version of the software.

“The LabelMark 6.1 software update allows users to create labels in just a few clicks. With an interface created to align with the familiar style of Windows® 8 and easy-to-locate apps for creating a range of label types, labeling has never been easier,” says Steve Caster, global product specialist, software for Brady. “LabelMark 6.1 is the next step in labeling. It provides users with a quick and simple label design option that reduces software interface clutter, saves time spent making a label and improves productivity.”

Along with improved navigation, LabelMark 6.1 offers options to adjust label lengths individually, print text vertically and automatically repeat text to fill multiple lines on a label. It also includes data and serialization importing in just a few clicks, a “check error” function for ultimate accuracy, templates to print labels with fixed text or free form label designs, a job manager to combine multiple print jobs and bi-directional communications with select printers for automatic label format loading.

“Brady’s LabelMark software, along with our reliable line of printers, is an ideal solution for creating labels for wires and cables, terminal blocks, control panels, laboratory equipment, voice and data equipment, and much more,” adds Caster.

**For more information:**

Download a free product demo or visit [BradyID.com/LabelMark](http://BradyID.com/LabelMark) to learn more about Brady’s new LabelMark 6 software. For Brady’s complete product offering, visit [BradyID.com](http://BradyID.com). In Canada, visit [BradyCanada.ca](http://BradyCanada.ca).

**About Brady Corporation:**

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect people, products and places. Brady’s products help customers increase safety, security, productivity and performance and include high-performance labels, signs, safety devices, printing systems and software. Founded in 1914, the company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, medical and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin, and as of July 31, 2013, employed approximately 7,400 people in its worldwide businesses. Brady’s fiscal 2013 sales were approximately \$1.15 billion. Brady stock trades on the New York Stock

Exchange under the symbol BRC. More information is available at [www.bradycorp.com](http://www.bradycorp.com).

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