

NEWS RELEASE
For Immediate Release

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Brady partners with NewMomentum for online counterfeiting and gray market protection
Brady and NewMomentum sign cooperative sales and marketing agreement

MILWAUKEE, Wis., (March 13, 2013) —Brady, a leading provider of integrated brand protection solutions announced today that it has signed a cooperative sales and marketing agreement with online anti-counterfeiting and channel integrity solution-based company, NewMomentum. The new agreement allows both parties to promote and sell each other's respective capabilities and expertise in protecting brand owners from counterfeiting, gray market diversion and unauthorized reseller activities.

“Brady is a well respected provider in the brand protection market space and we're very pleased to be partnered with them,” stated NewMomentum's CEO, Pam Passaretti. “We feel their global reach, industry focus, and strong growth in product authentication and tracking, combined with our internet monitoring suite of anti-counterfeiting and channel integrity solutions, rounds out an integrated brand protection offering.”

The new agreement comes at a time when many large brand owners have started to discover the frequency of counterfeit and unlawful online sales of their products. “We recognize that as the world has evolved for more online purchasing, the sales of counterfeit and gray market goods have followed suit,” says Paul Zarling, Brady's brand protection global director. “We view NewMomentum's solution offering as a strong digital complement to what we already offer our global network of customers.

NewMomentum's flagship online monitoring service, CyberAnalst® provides full visibility into the global open market. It is designed to scan more broadly and return only clean, relevant data compared to other services. This service, paired with Brady's product authentication and tracking solutions provides brand owners with a powerful set of tools in the fight against counterfeiting.

Paul Zarling also states “Brady has provided global brand owners with industry leading product authentication labeling solutions for over a decade. Adding NewMomentum's trusted offering to the mix provides small and large brand owners the full protection service they need.”

For More Information:

For more information about Brady and NewMomentum's collaboration and product offering, visit www.BradyID.com/BrandProtection or call 1-800-297-5778.

About Brady:

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 2012 sales were approximately \$1.32 billion. More information about Brady Corporation is available at www.bradycorp.com.

About NewMomentum:

NewMomentum provides a complete offering of software and services that combat the rapidly increasing revenue, profit, brand, and market share erosion resulting from illicit sales activity on the Internet. The company's solutions, which provide unmatched visibility into the global open market, include Enterprise Brand Protection (anti-counterfeiting), Enterprise Channel Integrity (monitors, reports, and acts on gray market violations), and MAP Monitor (tracks Minimum Advertised Price violations by authorized distributors). www.newmo.com

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