

NEWS RELEASE
For Immediate Release

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Brady Corporation Receives Silver Boeing Performance Excellence Award

MILWAUKEE, Wis., (January 22, 2014)—Brady Corporation (NYSE:BRC), a world leader in identification solutions and specialty materials, today announced that it has received a 2013 Boeing Performance Excellence Award. The Boeing Company issues the award annually to recognize suppliers who have achieved superior performance.

Brady is one of only 459 suppliers to receive the Silver level of recognition based on specific performance criteria including delivery and quality. Brady maintained a Silver composite performance rating for each month of the 12-month performance period, from October 1, 2012, to September 30, 2013.

Brady products supplied to Boeing include print-on-demand systems and high-performance materials for aircraft tubing, informational markers, electrical systems and more. These products identify contents like hydraulic oil, functional application, part number, and provide additional critical information. This identification helps maintenance crews more quickly find areas needing attention and get the aircraft back into the air as soon as possible.

“Brady’s relationship with Boeing goes back more than 30 years, and we are proud to be a Silver level partner to them,” said Brady’s Global Strategic Account Manager Brad Williams.

About Brady:

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Brady’s products help customers increase safety, security, productivity and performance and 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, education, 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 on the Internet at www.bradycorp.com.

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