

NEWS RELEASE

For Immediate Release

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Brady Launches New Website: BradyClientServices.com

User-friendly site provides information and examples on Brady's visual workplace services

MILWAUKEE, Wis. (March 5, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the launch of its Client Services website, BradyClientServices.com. The new website is tailored to meet the needs of customers by providing additional information and previews of Brady's visual workplace services and software products. It is the first phase in Brady Client Services' initiative to improve online usability and help customers achieve visual excellence.

"Our clients are our number-one priority and to meet their needs, we designed our website to be as user-friendly and intuitive as our services," says Tim Bandt, global director of Client Services for Brady. "With easy navigation and functionality, BradyClientServices.com is the go-to resource to find the tools you need to create a world-class visual workplace."

From writing lockout/tagout procedures to printing labels for Kaizen events and much more, Brady Client Services brings a team of experts onsite to perform a variety of services. It also offers its premier LINK360® software that enables companies to create, maintain, store and access visual information, such as lockout/tagout procedures, through a cloud-based platform.

Brady Client Services' offerings include:

- LINK360® Software
- Procedure Writing Services
- Safety Training and Seminars
- Visual Workplace Audit Services
- Visual Workplace Installation Services
- Visual Workplace Production Services
- InspectNTrack™ Software

"Backed by 30 years of consulting experience, we pave the way for visual workplace best practices," adds Bandt. "Along with being your trusted business consultant, our services are enhanced by Brady's identification and safety products. With this strong combination, we give clients the necessary tools, support and training to establish visual workplace excellence and easily maintain it in-house for years to come."

For more information

To learn more about Brady Client Services, visit BradyClientServices.com. For Brady's complete product offering, visit www.BradyID.com. In Canada, visit www.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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