

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

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**Brady Unveils Mobile Catalog App**

*Interactive app gives instant access to Brady catalogs and brochures from Apple and Android devices*

**MILWAUKEE, Wis.** (April 24, 2014) — [Brady](http://www.brady.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced the release the Brady Mobile Catalog App. This new mobile literature tool is available on the [iPhone app store](#) and the [Android app store](#) and can be found by searching for “Brady North America Catalogs.”

The newly-developed mobile app gives users instant access to Brady’s catalogs and brochures right from the palm of your hand. Along with offering additional information and visuals on Brady’s full line of printing systems and workplace visual and safety solutions, part numbers are linked directly to BradyID.com for easy and immediate shopping.

The app also allows users to share, print or create PDFs of any page range of a brochure or catalog to easily access information later or share with others.

**For more information:**

Download the app on your mobile device by searching for “Brady North America Catalogs” in the app store. To access the Brady’s catalogs online, visit [catalogs.bradyid.com](http://catalogs.bradyid.com). 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 (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](http://www.bradycorp.com).

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