

NEWS RELEASE
For Immediate Release

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Brady Announces “Cost of an Ineffective Traceability System” Webinar

Brady & Cogiscan to host free webinar on the importance of traceability in manufacturing

MILWAUKEE, Wis. (June 3, 2014) — [Brady](#) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced it will host a [free webinar](#) on the “Cost of an Ineffective Traceability System” in partnership with Cogiscan, Inc. The webinar will take place live on Thursday, June 12, 2014 at 11 a.m. CDT. It will focus on what traceability is and the importance of implementing a system, key considerations, including data processes, common hardware, software and marking components, and more.

What: “Cost of an Ineffective Traceability System” Webinar

Brady Presenters: Robert Prosser and David Walmsley, global product managers

Guest Presenter: Francois Monette, co-president, sales & marketing, and co-founder, Cogiscan, Inc.,

Date/Time*: Thursday, June 12, 2014 at 11 a.m. CDT

Registration: <https://www1.gotomeeting.com/register/815364649>

*Can't attend the live session? Register anyway and receive the recording after the live webinar.

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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