

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

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**Brady Announces Shadow Board Sweepstakes**

*Enter for a chance to win \$5,000 in Brady Shadow Boards and services*

**MILWAUKEE, Wis.** (June 16, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, today announced its Shadow Board Sweepstakes, offering a chance to win \$5,000 in shadow board products and facility services. The entry period is open now through September 30, 2014, and entries can be submitted on [BradyID.com/ShadowBoard](http://BradyID.com/ShadowBoard).

Brady's recently released [shadow board products](#) create a visually organized space to store equipment, tools and janitorial supplies at the point of need. The boards improve workplace organization, eliminate the time spent looking for missing tools and allow for smoother shift changes. The professional-looking graphics indicate where tools belong and clearly show if anything is missing.

In addition to shadow boards, the winning organization can choose from select [Brady Client Services](#). Field services include Visual Workplace Audits, Safety Training and Seminars, and Installation, Production and Procedure Writing Services. Our experienced safety professionals come onsite to perform these services and work with our clients to ensure the results are sustainable in-house.

"The shadow board sweepstakes goes far beyond the financial and physical prize options," says Tom Smith, product marketing specialist for Brady. "It helps the winning facility establish the visual and safety solutions needed to have a best practice, highly efficient workplace. The boards and services are an important step in maintaining effective and streamlined processes to achieve both cost and time savings for years to come."

**Sweepstakes Rules:**

NO PURCHASE NECESSARY. Open to legal residents of the 50 U.S. and D.C., 18 and older (or 19 for residents of AL and NE) are employed by or own a manufacturing business located within the United States or DC. Void where prohibited. Ends at 11:59:59 p.m. CT on 9/30/14.

To enter and for official rules, see [BradyID.com/Shadowboard](http://BradyID.com/Shadowboard)

SPONSOR: Brady Corporation, 6555 W. Good Hope Rd, Milwaukee, WI 53201-0571.

**For More Information:**

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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