

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

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**Brady Launches New Lab Research & Life Science Industry Webpages**

*Five new pages provide labeling information and solutions based on lab application needs*

**MILWAUKEE, Wis.** (September 22, 2014) — [Brady](http://www.bradycorp.com) (NYSE:BRC), a global leader in product and facility identification solutions, announced today it has expanded its BradyID.com website to include five new lab research and life science industry webpages. These pages include a [landing page](#) that provides an overview of lab industry labeling needs, along with four application-specific pages focused on cryo, sample, histology and automation solutions.

“With the new landing pages live on the Brady website, lab managers and technicians can easily find solutions that meet their specific labeling needs,” says Dana Ray, global market manager, lab and medical for Brady. “In one place, you can quickly gain valuable information on specimen labeling, and the materials and printers that align best with the containers and processes used in your lab.”

Each of the four application pages offer:

- Label features and benefits
- Label or printer videos
- Free sample requests
- Printer and scanner options

Visit [BradyID.com/Lab](http://BradyID.com/Lab) to view the lab industry homepage and four application page options.

**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 is an international manufacturer and marketer of complete solutions that identify and protect people, products and places. Brady’s products help customers increase safety, security, productivity and performance and include high-performance labels, signs, safety devices, printing systems and software. Founded in 1914, the company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, 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 at [www.bradycorp.com](http://www.bradycorp.com).

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