

Brother International Corporation Sales Incentive Contest Awards \$10,000 to Top Embroidery Machine Sellers. More than \$100,000 in Prizes Given Away.

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At your side. **brother** \$100,000 DEALER SALES EVENT

Turning dreams into reality was the objective of Brother International Corporation during its first \$100,000 Dealer Sales Event. Brother doled out dream vacations, Visa® prepaid cards, Best Buy™ gift cards and \$30,000 in cash to 100 winners during this remarkable show of gratitude.

Brother put the selling savvy and product expertise of its registered dealer salespeople from Authorized Brother Innov-is dealers to the test November 5, 2007 through February 29, 2008, during Brother's \$100,000 Dealer Sales Event. Gloria Horn of Gloria Horn Sewing Studios in Pittsburgh, Pa., and Lucas Bankson of Save Stores Inc., in Portland, Ore., took home the top prizes of \$10,000 in cash after achieving record sales of select Brother home sewing and embroidery products.

The name of the game was simple: Sell select Brother home sewing and embroidery products during the designated time period and register each complete sale online to earn points. Each sales point translated into one more chance to win a prize; more points meant more chances at winning. Participating Brother salespeople were entered into two random drawings that commenced in April, with Horn and Bankson receiving their big checks live, in person.



"I didn't believe it when I got the email telling me I had won," said Horn. "I'd really like my husband to get a new van for our business to help us tote Brother machines between our three store locations." A big-screen television and a trip to California are on Bankson's wish list since learning he had won the \$10,000 prize. He shared the

Robert Winter, Brother sales representative, and Robbie Tousignant, co-owner of Save Stores Inc., present \$10,000 check to Lucas Bankson. (Bankson pictured front right.)

"Other manufacturers are just coming out with technology in their machines that Brother has had for years," said Horn. "The Brother tradition of manufacturing is marked by value, ingenuity and uncompromising commitment to building smart machines that offer unlimited creative potential."

same sentiment as Horn after hearing the news: "I just couldn't believe it," said Bankson.

On top of two \$10,000 prizes, Brother put \$5,000 into the pockets of Carolyn French of Heiskell, Tenn., and Dorothy Hottenstein of Bellingham, Mass. Five other winners will fulfill their travel dreams- from Caribbean cruise to fancy European vacations- including Billie Cooper of Benton, Ark.; Susan Emory of Richmond, Va.; Debi Moffitt of Johnson City, Tenn.; Kristine Petersen of Burnsville, Minn., and Amy Smith of New Holland, Pa. Each will take their dream vacation after winning \$3,000 travel vouchers.

As far as electronics are concerned, Bankson might not be the only winner enjoying the luxury of a new big-screen television: Ten winners each received a \$1,500 Best Buy™ gift card, including Susan Baskin of Theodore, Ala.; Daniel Beltz of Wichita, Kan.; Diann Crouch of Burkburnett, Texas; Dixon Gayer of Laguna Niguel, Calif.; Sherri Huffman of Ruskin, Fla.; Julie Muschamp of Mukilteo, Wash.; Jason Novak of Grand Rapids, Mich.; Jackie Rivkin of North Chili, N.Y.; Karen Warren of Festus, Mo., and Christine West of Vineland, N.J. Rounding out the 100 winners were 81 Brother dealer sales representatives who each took home a \$500 Brother Rewards Visa® prepaid card.

"The \$100,000 Dealer Sales Event was Brother's way of thanking all of our dedicated dealers and their sales staff," said Dean F. Shulman, senior vice president of Brother International Corporation and head of the company's Home Appliance Division. "We understand the hard work and dedication that our dealerships put forth to keep Brother at the forefront of the industry. Rewarding their sales successes exemplified Brother's commitment to maintaining a mutually beneficial relationship with our dealer distribution channel."

In addition to the \$100,000 Dealer Sales Event, key highlights of 2008 include the release of Brother's new C-Combo sewing and embroidery series, the SE350 and Innov-is 900D. Rounding out the year in news will be the introduction of Brother's next top-of-the-line machine, set to debut in August. Since May, a nationwide campaign prompting customers to "Join the Brother Dream Team" and "Realize the Dream" has sparked interest in the next flagship machine, which promises to offer innovation and leading technology that will make the impossible...possible. "Other manufacturers are just

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coming out with technology in their machines that Brother has had for years," said Horn. "The Brother tradition of manufacturing is marked by value, ingenuity and uncompromising commitment to building smart machines that offer unlimited creative potential. The next addition to the Brother lineup is guaranteed to live up to the Brother tradition."

Scott Gramza, Brother sales representative, presents \$10,000 check to Gloria Horn.