

From the desk of Dean F. Shulman

**brother**<sup>®</sup>  
at your side

## AN OPEN LETTER FROM DEAN F. SHULMAN, SENIOR VICE PRESIDENT OF BROTHER INTERNATIONAL CORPORATION: Supporting Your Business Through the Storm

Over the past few months, many have received major announcements from industry experts about the impact of the current economic situation. For those who may be looking for a more stable and prosperous future, you may want to turn to the company that has been at the side of its dealers today, tomorrow and throughout the storm.

Brother International Corporation is the company that continues to support dealers and provide the path to long-term success. This stability stems from the support of the founding family that started the company over 100 years ago and from a management team planning the success for the next 100 years. Brother's Home Sewing Division recently announced a historic record month during November and is on track for another successful year. This is all due to continued support, a great product line, financing and rebate promotions and Brother's stability in the marketplace.

Brother is pleased to announce that the foreseeable future will continue to include:

- Coop fund programs
- Dealer incentive trips
- Financing opportunities
- Event marketing
- Unique marketing programs to drive customers to your stores
- New product introductions

Although the current market is different than a year ago, our customers are very different than the general population. The typical sewing enthusiasts are passionate about their hobby and the personal satisfaction they get from sewing, embroidering and quilting on Brother products. They do not see the purchase of a new machine as a luxury but a necessity.

Another customer to target is the younger sewer and aspiring fashion designer. The Limited Edition *Project Runway* line of sewing and embroidery machines continue to bring in a fresh new customer base that is eager to make their own trends. Capitalize on this customer by selling these Machines created to cater to their capabilities and price range, and be there to sell them their next more advanced machine when they are ready to step up in product.

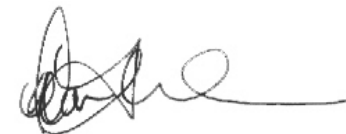
During these difficult times you should not show weakness to your customers but sell to them with confidence. Continue to seek new customers, as you cannot expect the customers to come to you.

You must reach out to them. Be creative. Consider hosting events to sell products. By showing your enthusiasm and positive attitude you will convey a sense of security that they are buying at the right time and getting the best deal. Sell the customer what they are willing to buy now while providing them the opportunity to trade in and upgrade at any time.

More than ever, now is the time to really commit your limited dollars and invest in Brother and Brother products. If you don't carry Brother products yet, consider joining the company that breaks tradition, drives customers into your store, brings you a full product line embodying state-of-the-art technology and is part of the global Brother family led by Brother Industries Ltd., a global and diverse company nearing \$5 billion in worldwide sales.

The world is changing and so is the industry, but Brother International Corporation is committed to setting the standard for dealer support and innovative products. We would love to speak to you about joining our family of dealers. Please call 908-252-3036 and ask to talk to a Brother Representative.

Sincerely,



Dean F. Shulman  
Sr. Vice President  
Brother International Corporation



Dean F. Shulman  
Senior Vice President,  
Brother International Corporation

Dean has been involved in Brother's consumer electronics division for 19 years and the home sewing division for the past 3 years.

BRACE YOUR  
BUSINESS FOR THE  
COMING STORM  
Unlike other sewing companies,  
Brother has you covered.



**brother**<sup>®</sup>  
at your side

To join the company that is  
at your side call 908-252-3036.

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Brother Industries, Ltd., Nagoya, Japan. Brother Group celebrates  
100 Year Anniversary.

