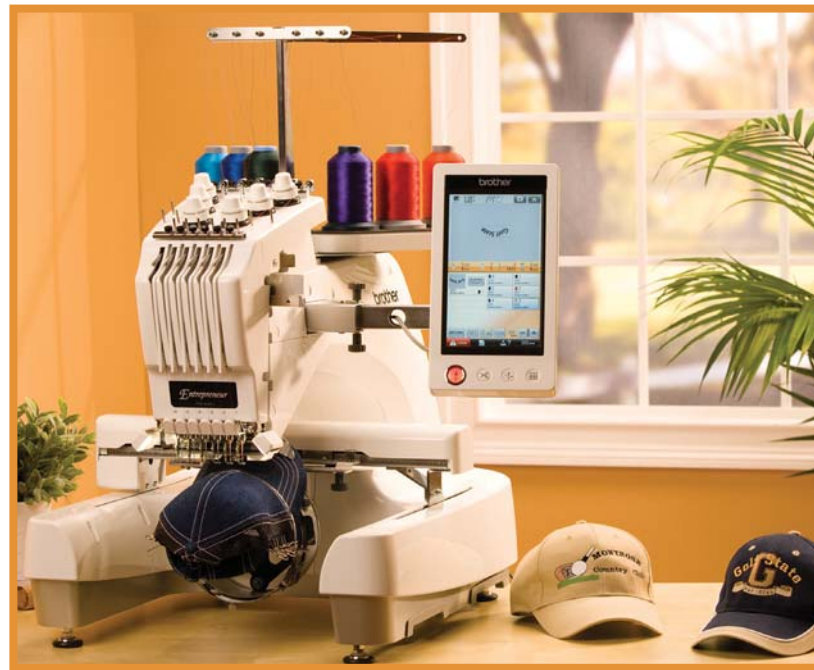


## Dealers Wanted It. Customers Demanded It. Introducing the New Entrepreneur™ PR-650.

Easy to use, powerful and perfect for starting a home-based embroidery business.

Confidence in the national economy may be problematic, but Brother International Corporation has discovered that the country's entrepreneurial spirit is alive and growing. As a way to cater to this potential customer, Brother has debuted the Entrepreneur™ PR-650, a new 6-needle single head embroidery machine that has the right mix of advanced capabilities and ease-of-use to help anyone launch their own home-based embroidery business and make money in their spare time.

The new machine, unveiled in August at the Brother annual dealer conference, has many high-tech features that make it easy for hobbyists who want to "go pro" with their home-based embroidery. The Entrepreneur™ PR-650 technology and capabilities will easily produce professional results, and it's the perfect product-line addition for dealers who have home embroidery customers interested in earning extra income by customizing apparel and accessories for clubs, groups, businesses and organizations. And as dealers can help their customers learn, these opportunities are everywhere: friends, family, churches, schools and local teams. The ability to create a variety of unique and profitable gift items for different customers is possible with the Entrepreneur™ PR-650.



With its 100+ years as a sewing machine innovator and manufacturer, Brother understands the sewing market and how trends can change the kind of machinery the marketplace desires. So, as tightening economic conditions have pushed many to seek additional or replacement income, Brother dealers sought a machine designed more specifically for business start-ups. Brother has responded with the Entrepreneur™ PR-650.

The compact size of the Entrepreneur™ PR-650 makes it a perfect machine for a home-based business, where earning extra income can start in the spare bedroom. It's also perfect for a traveling business because its portability allows for "mobile embroidery" at shows, fairs and other off-site events.

Dealers will find that another great selling point of the Entrepreneur™ PR-650 is its ease of use.

Built-in movie tutorials and intuitive on-screen icons quickly and easily help users learn how to use features of the machine, and maintenance guides help the user keep it in good running order. The machine's large, full-color HD LCD touch screen from Sharp Corporation is easy to see, and embroidery designs can be manipulated on a single screen. This state-of-the-art technology gives the Entrepreneur™ PR-650 touch screen lightning-fast responsiveness, which means designs can be set up more quickly and reliably.

The expanded software editing features of the Entrepreneur™ PR-650 gives versatility for editing designs and combining motifs with lettering. Enhanced editing features include thread marking capabilities for matching borders and split designs, easy design duplication in any direction and appliqué function. Twenty-five new built-in embroidery alphanumeric fonts, plus Greek Lettering and monogramming, give Entrepreneur owners more lettering variety to create one-of-a-kind items.

Physical features that make the Entrepreneur™ PR-650 highly effective for a home-based business include lighting around the needle area that can be controlled with an on/off button, three USB ports for greater flexibility in design transfer and future upgrades, machine threading in any screen, automatic needle threading system and a quick connect and release system for standard flat hoops, cap frames\* or cylinder frames\*. The 300 mm x 200 mm embroidery area means

"We're making it possible for dealers to 'offer opportunity,'" says Dean F. Shulman, senior vice president of marketing for the Brother home appliance division. "That's a valuable commodity in a challenging economy. The features of our new Entrepreneur™ PR-650 can help turn the dream of starting your own business into a profitable reality."

Dealers who offer the new Entrepreneur™ PR-650 can tap into the legendary rock-solid Brother marketing support, including free high-

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Dean F. Shulman



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quality print ad templates and professionally produced direct response television commercials that are created to drive customers into dealers' stores. Those who carry the new Entrepreneur™ PR-650 will not only be able to offer their customers a versatile, embroidery "workhorse," but they'll be offering business potential and an opportunity for extra income, as well.

Brother also supports dealers who hold educational events for customers interested in starting their own embroidery businesses. By helping dealers organize and promote "Start Your Own Embroidery Business" seminars this past year, Brother has seen many positive sales events around the PR-620. This support will continue to be

available for the Entrepreneur™ PR-650 dealers, as well.

With solid business tools like the Entrepreneur™ PR-650, Brother dealers can help support the economy by educating prospective business owners in starting their own embroidery businesses. Now that's the free market at its best!



\*Cap Frames and Cylinder Frames require a separate purchase.