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FOR IMMEDIATE RELEASE

Brother ScanNCut Machine Earns Women's Choice Award® Seal in Crafts Category

Brother Sewing Machines Awarded Seal for 3rd Year in a Row as Most Recommended Sewing and Embroidery Machines by Female Customers



BRIDGEWATER, N.J. – Brother International Corporation is excited to announce that WomenCertified Inc. has awarded a 2020 Women's Choice Award® seal for the first time to the Brother ScanNCut, as a 9 out of 10 Customer Recommended Electronic Cutting Machine. For the 3rd year in a row Brother Sewing and Combo Machines have also earned the Women's Choice Award® seal in the Home Crafts Category as a 9 out of 10 Customer Recommended Sewing and Embroidery Machine.

“It is truly an honor for the Brother ScanNCut and Brother Sewing Machines to receive the Women’s Choice Award seal, especially for three years running,” said Doretta Caprarola, Director of Marketing, Home Appliance Division at Brother “With an increasingly crowded marketplace of technology craft products today, the power of authoritative referrals and recommendation ratings through well-established and highly organized awards programs like the Women’s Choice Award are more important than ever for consumers when researching and selecting quality products and brands.”

The value of awards programs like the Women’s Choice Award give an established review and ratings methodology that consumers can trust to be more accurate when researching products. Brother Sewing Machines and the Brother ScanNCut earned the prestigious 2020 Women’s Choice Award for being top in their respective categories for exceptional customer recommendation ratings.

In a national survey conducted by the Women's Choice Award of more than 1,000 female respondents, 9 out of 10 women who have experience with Brother machines stated they would "highly recommend" Brother sewing and embroidery machines and Brother ScanNCut Machines. With both products, female customers expressed an extremely high recommendation rating, with over 85% of women saying that they would recommend that brand to their friends and family.

Recommendation ratings are the pinnacle for determining true brand loyalty and love – and these high ratings allow brands to qualify for the prestigious Women’s Choice Award. Brother’s Machines earning the Women’s Choice Award is a powerful indicator of superior quality and performance. And, only these exclusive brands may tout this designation, honoring their achievement as having 9 out of 10 women customers recommend them. Moreover, brands that showcase their Women’s Choice Award seal illustrate their commitment to empowering women to make the best consumer choices for themselves and their families.

"Our mission is simple," said Delia Passi, founder and CEO of the Women's Choice Award. “We identify the brands, products and services that are highly recommended, allowing women to identify the best brands. These brands that earn the award have a high propensity to deliver on their promise. And with so much clutter in the marketplace, coupled with the growing distrust of online reviews, the Women's Choice Award serves as a trusted endorsement that simplifies consumer choices.”

Recommendations are a strong driving force for brand trust and loyalty. Brother has worked hard to earn the trust and recommendations of 9 out of 10 women, as determined through the Women’s Choice Award, and proudly carries this seal as a tool of empowerment - helping women across the country identify the best brands, with ease.

For additional information about Brother International Corporation and the Brother ScanNCut Machines, visit <http://www.brother.com/>.

About the 9 out of 10 Customer Recommended Qualification Process:

National, unaided surveys ask women across America if they would recommend a specific brand. Women are asked if they would recommend that specific brand to their friends and family. Specifically, women are asked *“Have you experienced <brand/product>, and would you recommend this brand/product to your family and friends?”*

Within the survey, each question includes product images to provide additional guidance. And, answer choices allow participants to select ‘N/A’ if they have not had experience with the brand or product. On average, each brand-specific question will receive approximately 350 responses. Any brands that **earn over an 85% recommendation rating** qualify for the Women’s Choice Award, **‘9 Out of 10 Customer Recommended’** award.

ABOUT BROTHER

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing and crafting enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. Brother also offers a full line of electronic cutting machines and accessories. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices. Brother International Corporation is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$6 billion, this global manufacturer was started more than 100 years ago. Brother offers a diversified product line that includes fax machines, Multi-Function Center machines, P-touch Labeling Systems and both color and mono laser printers for home, office, and industry. Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters, and Brother has facilities in California, Illinois, and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina, Peru, and Mexico. For more information, visit www.brother.com.

ABOUT THE WOMEN’S CHOICE AWARD®

The Women’s Choice Award sets the standard for helping women to make smarter purchasing choices. The company and its awards identify the brands, products and services that are most recommended and trusted by women. Additionally, they recognize those that deliver a recommendation-worthy customer experience. Awards are based on surveys of thousands of women, as well as research conducted in partnership with the Wharton School of the University of Pennsylvania. As the trusted referral source for women, WomenCertified Inc., home of the Women’s Choice Award, created the first national award based on the ratings and preferences of women. Visit the official website at www.WomensChoiceAward.com to learn more.

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