



Official Sweepstakes Rules ‘\$25K Giveaway. Test Drive Select Models and Get a Chance to Win’ (“Sweepstakes”)

BROTHER INTERNATIONAL CORPORATION (“Brother”)

Be one of 21 Winners to Win up to \$ 5,000.00, Thursday, September 8, 2011 through Sunday, October 30, 2011 (“Contest period”)
NO PURCHASE NECESSARY. Making a purchase will not affect the odds of winning.

1. Method of Entry:

Step 1: Go to your participating authorized Brother Innov-is Sewing and Embroidery Dealer (“Dealer”) and take a 20 minute machine demonstration (“Demonstration”) on one of the following new Brother machines: Innov-is NX2000 (MSRP \$2,999.95), Isodore™ Innov-is 5000 (MSRP \$8,299.95), Quattro® 2 6700D (MSRP \$9,999.95), Entrepreneur® PR650e (MSRP \$10,499.95) or Entrepreneur® Pro PR1000e (MSRP \$14,499.95).

Step 2: After the Demonstration, the Dealer will give you a scratch off card which contains a unique code (“Code”) that will provide access to enter the Sweepstakes online.

Step 3: Go to www.brother25k.com where you will be prompted to enter your Code online. After the Code is verified, the entry form will prompt you for your name, address, telephone number and email address and then ask you to submit your entry into the Sweepstakes.

2. Contest Period: Entries received between 12 a.m. (EST) Thursday September 8th, 2011 through 11:59 p.m. (E.ST.) Sunday, October 30th, 2011 will be eligible to win. Brother International Corporation’s computer is the official time-keeping device for online entries for this Sweepstakes.

3. Prizes and Drawings: Four (4) prizes of \$1,000.00 will be given away in a weekly draw which will occur at Brother Headquarters at 12:00 PM (EST) on the following dates: Monday, October 3rd, 2011, Monday October 10th, 2011, Monday, October 17, 2011, Monday October, 24th, 2011 and Monday, October 31, 2011. One (1) drawing for one (1) prize of \$5,000.00 will also occur on Monday, October 31st, 2011. Winning entries will be randomly selected from all eligible entries received during the Contest Period up until the date of the drawing. Limit one prize per person. The odds of winning any drawing will vary on the number of eligible entries received.

4. Notification and Verification of Winner: Brother will notify the winners through an e-mail message sent to the e-mail address provided by entrant on the online entry form. Winners must respond to Brother within seven (7) days of notification, and provide a mailing address to Brother at this time. If the winner cannot be reached, the prize will be forfeited. The prizes will be mailed to the winners at the address specified by winner upon time of notification. Prize winner may be required to sign, have notarized and return to Brother an affidavit of eligibility/release of liability, federal and state tax release, and where legal, a publicity release, within fourteen (14) days of issuance of notification. Failure to complete and return documents in the time noted, or if prize notification is returned as undeliverable, will result in entrant being disqualified and an alternate winner will be selected and notified. Winners will be posted on www.brother25K.com.

5. Conditions on Prizes: By accepting the prize, the winner agrees: (a) to the use of his/her name and likeness, in any promotional displays or activities without any additional compensation; (b) to be responsible for any and all taxes incurred; and (c) to hold Brother and its agents, affiliates and subsidiaries harmless from all claims, and further to release the same from any and all liability for injuries and damages sustained as a result of the prize or the winner’s participation in the drawing. All entries and copyright & other rights in such entries become the property of Brother upon submission. No part of any entry will be returned to a participant. By submitting an entry to the Sweepstakes, each participant consents to the information that the participant submitted with their entry (including their personal information) being entered into a database and to the use by Brother or its affiliates of this information in any media in accordance with the Brother online privacy policy (located at www.brother.com), without any further reference or payment or other compensation to the entrant.

6. Eligibility: This contest is open only to legal residents of the 50 United States and District of Columbia 18 years of age and older. Employees of Brother and its subsidiaries, affiliates, dealers and agents, and members of their immediate families are not eligible to enter. LIMIT One (1) entry per person. Multiple participants are not permitted to share the same Code. Any attempt by participant to obtain more than one entry using multiple/different addresses, identities, registrations and/or logins, Codes or any other methods will void that participant’s entries and that participant may be disqualified. Late, lost, delayed or incomplete entries will not be eligible. Void in Puerto Rico and where otherwise prohibited by law. Proof of sending will not be deemed to be proof of receipt by Brother.

7. Conditions on Participation: All participants must have Internet access prior to the start date of the sweepstakes. By their participation, all participants agree to be bound by and comply with these Official Sweepstakes Rules, including these conditions of participation, and to waive any right to claim punitive, incidental and consequential damages. You must have a valid e-mail address. Brother and its agents are not responsible for any delays or damage to submission of any kind, which may affect any participant’s ability to participate in the contest. Brother reserves the right to change, replace or terminate this sweepstakes or the prize without notice, subject to applicable laws and these Official Sweepstakes Rules. All determinations made by Brother are final, irrevocable, and binding. If you are unable to visit a Brother-Innov-is Dealer, you may send a self addressed stamped No. 10 envelope (“SASE”) to ‘Brother Sewing & Embroidery \$25K Giveaway Sweepstakes’, 100 Somerset Corporate Boulevard, Bridgewater, New Jersey 08807. A scratch off card containing the Code to enter the contest will be sent to the address on the SASE. The SASE needs to be postmarked by October 7, 2011 in order to receive a Code. Any winner who fails to comply with these Official Sweepstakes Rules, or is otherwise ineligible, may be disqualified and a substitute winner may be selected. This contest is void where prohibited or otherwise restricted by law.

9. General Conditions: Brother reserves the rights in its sole discretion, to cancel, modify or suspend the Sweepstakes should virus, bugs, unauthorized human intervention, technical failures or any other factor beyond Brother’s reasonable control corrupt the administration, security, fairness, integrity or proper operation of the Sweepstakes. In such event, Brother reserves the right to award the prizes at random from among the eligible entries received up to the time of impairment. Brother reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be in violation of these Official Sweepstakes Rules. Brother shall not be responsible for any problems or technical malfunction of any computer system, server, service providers, computer equipment, software, failure of any entry received by Brother on account of technical problems, human error or traffic congestion or any combination thereof, including any injury or damage to participant’s or any other person’s computer equipment relating to or resulting from participation in this sweepstakes. Brother reserves the right to provide a similar product of the same or greater value as the original prize. The total aggregate value of the prizes is valued at \$25,000.00. The prizes cannot be transferred.

10. Sponsor: Brother International Corporation, 100 Somerset Corporate Boulevard, Bridgewater, NJ. The personal information you submit when you enter the Sweepstakes is collected by the Sponsor and will be subject to the privacy policy located at www.brother.com.

BY ENTERING, YOU AGREE THAT YOU HAVE READ AND ACCEPTED ALL OF THESE SWEEPSTAKES RULES.