



FOR IMMEDIATE RELEASE

VariQuest® Hosts Visual Learning Workshop at ASCD Conference

Comprehensive suite of products helps enhance visual learning and improve student achievement

SAN ANTONIO – ASCD Annual Conference & Exhibit Show (Booth #434) – March 6-8, 2010 –

Varitronics®, a leading provider of instructional tools that enhance visual learning, will be hosting a workshop on how to incorporate visual learning in the classroom, as well as exhibiting its VariQuest Visual Learning Tools at the ASCD 2010 Annual Conference and Exhibit Show from March 6-8. The workshop, titled “Visual Learning Strategies to Improve Student Achievement and Engagement,” will be held March 6 at 2:30 p.m. to address how to engage students and increase student achievement through the use of visual aids and manipulatives.

Attendees will gain tips and ideas from presenter Ann Pittman, strategic account manager at Varitronics and former teacher, on how to create a visual learning environment to help their lessons resonate and keep students engaged.

“The VariQuest Visual Learning Tools offer the instructional support necessary to help raise student achievement levels,” said Pittman. “Teachers are able to easily create a visual and interactive learning environment through the use of static visuals, hands-on manipulatives and motivating awards to increase their students’ retention.”

“As most students are visual learners, creating a visual learning environment is essential to having the educator’s lessons resonate with students,” said Richard Garrity, director of sales and marketing at Varitronics. “This workshop provides an opportunity for us to share how VariQuest tools play a key role in visual learning.”

VariQuest Visual Learning Tools are designed to help improve student achievement and teacher efficacy. This comprehensive suite of products includes the Design Center 1000 with VariQuest Software, Poster Maker 3600, Cutout Maker 1800 and Awards Maker 400. Together, VariQuest Visual Learning Tools allow students, staff and administrators the ability to quickly and easily create customized posters,

banners, award plaques, stickers, manipulatives and cutouts that help bring their lessons, activities and key messages to life.

“Learning Strategies to Improve Student Achievement and Engagement” (Session 142EW) will be held on Saturday, March 6 at 2:30 p.m. in Hall D, Room 5 at the Henry B. Gonzalez Convention Center. For more information on ASCD’s Annual Conference, visit http://www.ascd.org/conferences/annual_conference/2010.aspx.

VariQuest Visual Learning Tools will be exhibited at the Varitronics booth, #434. For more information on the educational benefits of VariQuest products, visit www.variquest.com.

Varitronics and VariQuest are registered trademarks of Varitronics, A Brady Business.

About Varitronics

Varitronics, A Brady Business, provides education technology products and solutions that help improve student achievement and teacher effectiveness. Varitronics' customer base includes more than 28,000 early childhood centers, elementary schools, secondary schools, and post-secondary institutions throughout North America. Schools utilize Varitronics' latest product suite, the VariQuest Visual Learning Tools, to create a visually stimulating learning environment that helps to reinforce student engagement and retention, enhance professional development programs and support creative fundraising efforts.

The interactive VariQuest suite includes the Cutout Maker, Poster Maker, Awards Maker and Design Center, and is powered by proprietary VariQuest Software featuring thousands of curriculum-aligned templates and graphics designed specifically for schools. Together, VariQuest Visual Learning Tools allow students, staff and administrators the ability to quickly and easily create customized posters, banners, award plaques, stickers, manipulatives and cutouts that help bring their lessons, activities and key messages to life.

Varitronics was founded in 1983 and is headquartered in Minneapolis, Minnesota. Varitronics was acquired by Brady Corporation (NYSE: BRC) in 1996. As part of its commitment to give back to schools, Brady has honored more than 2,000 students with college scholarships totaling over \$600,000 since 1990. For more information about Varitronics or VariQuest, visit www.variquest.com.

About Brady Corporation

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Its products include high-performance labels and signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company has more than 500,000 customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee and employs more than 7,800 people at operations in the Americas, Europe and Asia/Pacific. Brady had total sales of approximately \$1.523 billion in fiscal 2008. More information is available on the Internet at www.bradycorp.com.

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