



FOR IMMEDIATE RELEASE

VariQuest Visual Learning Tools Honored as Top Product of 2010

*Varitronics Suite of VariQuest Visual Learning Tools Named Among the Best-of-the-Best
by "District Administration" Readers*

BROOKLYN PARK, Minn. – Jan. 24, 2011 – Varitronics, a leading manufacturer and supplier of products that enhance visual and kinesthetic learning, starts off the new year with the honor of its VariQuest Visual Learning Tools being named a top product of 2010, as voted on by readers of “District Administration” magazine. Designed to help improve student achievement and teacher efficacy, this comprehensive suite of products includes the Design Center 1000, Poster Maker 3600, Cutout Maker 1800 and Awards Maker 400.

Noteworthy because they are chosen by the tens of thousands of readers of the magazine, “District Administration’s” 2010 Readers’ Choice Awards focus on products that help districts maintain a high quality of instruction, offer new educational opportunities and, overall, do more with less in today’s tight economic times. More “District Administration” readers than ever before voted in this year’s competition.

“This recognition from the readers of ‘District Administration’ magazine demonstrates to us that educators truly understand the ways that our visual learning tools can improve student achievement,” said David Grey, vice president and general manager, Varitronics. “We are honored to be recognized as among the best-of-the-best for 2010 by school administrators around the country.”

In December 2010, Varitronics launched the VariQuest Design Center Software v2.0. By upgrading to the latest version of VariQuest Software, schools will instantly gain access to added Poster Maker and Awards Maker templates and graphics. New features in the VariQuest Design Center Software v2.0 include the ability to browse for content based on instructional and grade-level needs; type in Spanish; and access advanced editing tools for further customization options,

including importing lists from Microsoft® Excel for faster creation of multiple award plaques, nametags, desk labels and parking permits.

With VariQuest Software v2.0, schools can use VariQuest Visual Learning Tools with the new VariQuest Learning Modules. VariQuest Learning Modules allow teachers to use posters, cutouts, flashcards and awards to support instructional activities across the curriculum, particularly accommodating students with visual and kinesthetic learning styles. The 12 Learning Modules available for grades PK-6 support teaching science, math, English language arts and social studies. Each Learning Module comes with 10 standards-aligned learning activities that support schools' curriculum and a CD with 30 to 118 scalable cutout shapes, fonts and/or collections. Learning Module activities are quick and easy for teachers to implement, and provide both modifications and extensions to accommodate a wide learning spectrum.

VariQuest Software v2.0 also allows teachers to create custom magnetic and vinyl words and shapes using the Cutout Maker with the new magnet blade, VariQuest Magnetic Sheets and VariQuest Vinyl Sheets. VariQuest Magnetic Sheets cut repositionable manipulatives that can be used on display boards for hands-on learning and cooperative small group work. With VariQuest Vinyl Sheets, teachers and students can cut intricate shapes with adhesive backing for immediate use on outdoor banners, informational school signage and for fundraising initiatives with car window and bumper decals.

For a free upgrade to the VariQuest Software v2.0, visit www.variquest.com/software-update. For more information about the VariQuest Visual Learning Tools, visit www.variquest.com.

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About Varitronics

Varitronics, A Brady Business, provides education technology products and solutions that help improve student achievement and teacher effectiveness. Varitronics' latest product suite, the VariQuest Visual Learning Tools, includes the Design Center, Poster Maker, Cutout Maker, and Awards Maker, 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, manipulatives, cutouts, award plaques and stickers that help bring their lessons and activities to life. 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. Brady's products help customers increase safety, security, productivity and performance and 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 1 million customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee, Wisconsin and employs approximately 6,600 people at operations in the Americas, Europe and Asia-Pacific. Brady's fiscal 2010 sales were approximately \$1.26 billion. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at www.bradycorp.com.

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