



FOR IMMEDIATE RELEASE:

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**Brady Corporation (NYSE: BRC) engages Francis
Investment Counsel LLC**

Hartland, WI January 27, 2004. Francis Investment Counsel LLC has concluded a vendor search for Brady Corporation, Milwaukee. The search was for record keeping and administrative services for multiple plans including defined contribution retirement plans and deferred compensation plans. The vendor search involved plans with assets in excess of \$160 million and was part of a routine due diligence review.

Brady Corporation (www.bradycorp.com) is an international manufacturer and marketer of identification and materials solutions, with products including labels, signs, precision die-cut materials, printing systems, software, and label-application and data-collection systems for electronics, telecommunications, manufacturing, electrical, and a variety of other markets. Founded in 1914, Brady is headquartered in Milwaukee and employs about 4,000 people in operations in the United States, Europe, Asia/Pacific, Latin America and Canada. The company had sales of \$671 million in fiscal 2004. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at www.bradycorp.com, which includes an interactive version of the 2004 Annual Report to Shareholders.

Francis Investment Counsel LLC (www.francisinvco.com) is a Registered Investment Advisor dedicated to providing independent investment consulting services to the qualified plan marketplace. Francis Investment Counsel currently consults to qualified plans representing assets exceeding \$1 billion. The company delivers conflict-free investment advisory services to plan sponsors and also offers extensive education and individualized advice services to plan participants.

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