

New Segment Detail

- Brady Corporation began reporting in a new segment format for the 4th quarter 2008.
- The attached pages present Brady Corporation's sales and segment profit for fiscal years 2007 and 2008 into the new segment format.
- The segments formerly reported as Brady Americas and Direct Marketing & People ID Americas are now combined and reported as the Americas. Results for Europe and Asia-Pacific remain the same as previously reported.
- The summary financial information contained in this presentation has been derived from the financial statements of Brady Corporation included in Brady Corporation's Form 10-K for the fiscal year ended July 31, 2008 and other periodic reports. This summary information is unaudited and subject to revision. All information should be read in conjunction with the historical financial statements included in Brady Corporation's Form 10-K for the fiscal year ended July 31, 2008 and other periodic reports.

New Segment Detail – Sales

SALES TO EXTERNAL CUSTOMERS

<i>(in thousands)</i>	<u>Americas</u>	<u>Europe</u>	<u>Asia-Pacific</u>	<u>Subtotals</u>	<u>Corporate and Eliminations</u>	<u>Total</u>
Three months ended:						
October 31, 2007	\$174,775	\$108,914	\$96,445	\$380,134	-	\$380,134
January 31, 2008	\$156,621	\$122,615	\$84,888	364,124	-	364,124
April 30, 2008	\$166,407	\$133,422	\$82,080	381,909	-	381,909
July 31, 2008	\$169,303	\$131,764	\$95,782	396,849	-	396,849
Total Fiscal 2008	<u>\$667,106</u>	<u>\$496,715</u>	<u>\$359,195</u>	<u>\$1,523,016</u>	<u>-</u>	<u>\$1,523,016</u>
Three months ended:						
October 31, 2006	\$146,943	\$92,365	\$92,951	332,259	-	\$332,259
January 31, 2007	\$139,988	\$98,846	\$82,441	321,275	-	321,275
April 30, 2007	\$153,861	\$111,266	\$81,205	346,332	-	346,332
July 31, 2007	\$169,063	\$114,037	\$79,665	362,765	-	362,765
Total Fiscal 2007	<u>\$609,855</u>	<u>\$416,514</u>	<u>\$336,262</u>	<u>\$1,362,631</u>	<u>-</u>	<u>\$1,362,631</u>

New Segment Detail – Segment Profit

SEGMENT PROFIT

<i>(in thousands)</i>	<u>Americas</u>	<u>Europe</u>	<u>Asia-Pacific</u>	<u>Subtotals</u>	<u>Corporate and Eliminations</u>	<u>Total</u>
Three months ended:						
October 31, 2007	\$44,107	\$29,900	\$19,390	\$93,397	(\$2,237)	\$91,160
January 31, 2008	\$32,036	\$31,067	\$12,660	75,763	(2,347)	73,416
April 30, 2008	\$40,169	\$36,245	\$11,055	87,469	(1,816)	85,653
July 31, 2008	\$41,211	\$38,214	\$15,129	94,554	(2,648)	91,906
Total Fiscal 2008	<u>\$157,523</u>	<u>\$135,426</u>	<u>\$58,234</u>	<u>\$351,183</u>	<u>(\$9,048)</u>	<u>\$342,135</u>
Three months ended:						
October 31, 2006	\$37,518	\$23,005	\$22,137	82,660	(\$2,810)	\$79,850
January 31, 2007	\$29,393	\$22,604	\$12,394	64,391	(2,828)	61,563
April 30, 2007	\$38,013	\$29,370	\$11,861	79,244	(1,858)	77,386
July 31, 2007	\$39,659	\$32,573	\$10,844	83,076	(2,989)	80,087
Total Fiscal 2007	<u>\$144,583</u>	<u>\$107,552</u>	<u>\$57,236</u>	<u>\$309,371</u>	<u>(\$10,485)</u>	<u>\$298,886</u>