

17 March 2010

Directors' Dealings

Brady plc ("the Company") announces that on 16 March 2010 the Company granted to Brian Collins, Product Management Director, options at nil-cost over 75,000 Ordinary Shares of 1p each in the Company. The exercise price of 66.5 pence per share is the closing middle market price on 16 March 2010. The vesting of individual share option tranches is subject to the individual remaining employed with the Company at the relevant vesting dates.

Further details of the share option grants are set out below:

Director	Options granted	Exercise price per Share	Exercise Period
Brian Collins	18,750	66.5 pence	17 March 2011 to 16 March 2017
	18,750	66.5 pence	17 March 2012 to 16 March 2017
	18,750	66.5 pence	17 March 2013 to 16 March 2017
	18,750	66.5 pence	17 March 2014 to 16 March 2017

The total number of shares under option for Brian Collins following this grant is 225,000.

For further information please contact:

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