

16 November 2007

Brady plc

Director dealing

Brady plc ("the Company") was notified that yesterday, Gavin Lavelle, Chief Executive Officer purchased 675,000 (2.47%) ordinary shares of 1 pence each in the capital of the Company at a price of 44 pence per share.

Following this transaction, Gavin holds 685,000 shares, representing 2.51% of the issued share capital in the Company.

For further information, please contact:

Brady plc
Gavin Lavelle, Chief Executive Officer
Tony Ratcliffe, Finance Director

Telephone: +44 (0)1223 479479

Oriel Securities Limited (Nominated Adviser)
Andrew Edwards
Neil Langford

Telephone: +44 (0)20 7710 7600