

For immediate release

30 June 2010

Brady plc
(“Brady”)

Contract Win

Brady plc (BRY.L), the leading global supplier of trading, risk management and settlement solutions for commodities, is pleased to announce that Paul Reinhart AG, a world leading trader of high quality cotton, has selected Brady to provide it with a enterprise-wide risk management solution.

Reinhart, based in Switzerland, has been a major force in world cotton since 1788. The company is implementing the latest generation of Brady’s specialist commodity risk technology, which will provide complete risk management analysis and reporting requirements.

Ezio Vitali, Chief Risk Officer of Paul Reinhart AG, said: “Our business is built on integrity, expertise and professionalism which combine to provide the high level of service our clients expect. We also appreciate the value that technology can provide and have always embraced the best methods for supporting our business. The solution we have selected from Brady will bring both immediate and long-term benefits to our business and to our clients. We look forward to a long and successful relationship with Brady.”

Gavin Lavelle, CEO of Brady, commented: “Winning Paul Reinhart AG as a new client underscores the value of Brady’s expertise in commodities. I am delighted they have chosen our risk management solution. It is a clear endorsement of Brady as a leading technology supplier and evidence of our dominant position as the major provider of specialist trading and risk management solutions to the world’s commodity markets.”

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About Brady

Brady plc (BRY.L) is a leading global provider of trading and risk management software to the global commodity markets. Brady combines fully integrated and complete solutions supporting the entire commodity trading operation, from capture of financial and physical trading, through risk management, handling of physical operations, back office financials and treasury settlement, for refined, unrefined metals, softs and energy. Brady has more than 20 years of expertise in the commodity markets with over 100 customers worldwide, including

some of the largest financial institutions, producers and mining corporations that depend on Brady's software solutions to deliver vital business transactions across their global operations. Brady clients include many of the world's largest miners, refiners and producers, trading companies, tier one banks and a large number of London Metal Exchange (LME) Category 1 and 2 clearing members. For further information visit: www.bradyplc.com