

17 March 2008

Directors' Dealings

Brady plc ("the Company") announces that on 14 March 2008 the Company granted to each of Brian Collins (Product Management Director) and Peter Harverson (Non-Executive Director) options at nil-cost over 50,000 Ordinary Shares of 1p each in the Company. The exercise price of 44 pence per share is the closing middle market price on 13 March 2008, the day of announcement of the Company's preliminary results for the year ended 31 December 2007. The vesting of the individual share option tranches are subject to the individuals 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	12,500	44 pence	14 March 2009 to 13 March 2015
	12,500	44 pence	14 March 2010 to 13 March 2015
	12,500	44 pence	14 March 2011 to 13 March 2015
	12,500	44 pence	14 March 2012 to 13 March 2015
Peter Harverson	12,500	44 pence	14 March 2009 to 13 March 2015
	12,500	44 pence	14 March 2010 to 13 March 2015
	12,500	44 pence	14 March 2011 to 13 March 2015
	12,500	44 pence	14 March 2012 to 13 March 2015

The total number of shares under option for Brian Collins and Peter Harverson following these grants are 100,000 and 50,000, respectively.

For further information, please contact:

Brady plc +44 (0)1223 479479
Gavin Lavelle, Chief Executive Officer
Tony Ratcliffe, Finance Director

Oriel Securities Limited (Nominated Adviser) +44 (0)20 7710 7600
Andrew Edwards