



NEWS RELEASE  
For Immediate Release

OTCBB: BRNZ

**Brand Neue Corp. to Launch Innovative LED Leasing and Rebate Program;  
'Lease on Light' Program to Offer Financial Incentives to Commercial Power Consumers  
for Switching to LED Lighting.**

**July 29, 2010– Bentonville, Arkansas – Brand Neue Corp (OTCBB Symbol: BRNZ) ("Brand Neue" or the "Company")** as the exclusive North American sales agent and distributor for Luma Vue LED Lighting products and systems ("Luma Vue") is pleased to announce the launch of an innovative leasing and financial rebate program. Brand Neue's 'Lease on Light' program ("Lease on Light") is designed to offer commercial and industrial electric power users financial incentives for switching to LED lighting. The Lease on Light program will provide North American small and medium sized businesses with an easy to calculate and implement program for leasing an LED lighting package and securing financial rebates directly from utilities companies. The program could offer a return on investment in as few as eight months and ongoing annual energy savings as high as 80%.

"Brand Neue's Lease on Light is the first program of its kind in the industry aimed at small and medium sized businesses that may not otherwise consider near-term conversion to LED lighting. These businesses will now have access to a leasing rebate program that allows them to install LED lighting with the cost savings that the technology provides," says Kevin LaBranche, Manager of Marketing and Distribution for Brand Neue. "Brand Neue has engaged a global utilities corporation to conduct a month-long energy audit which will determine energy cost savings. This audit is currently underway at an established grocery retailer."

Traditionally, commercial, retail, agricultural and grocery industry power consumers utilize a range of light sources and solutions ranging from fluorescent tubes to halogen – many of them highly energy inefficient and in some cases even counter-intuitive. Lease on Light offers clients immediate relief as they prepare for a government legislated transition away, beginning in 2012, from energy-inefficient incandescent bulbs, and toward energy-efficient alternative lighting solutions like LED (light emitting diode). The US Department of Energy has a goal of reducing energy used for electric lighting, by 50%, or \$27.5B over the next three years.

Utilities companies advocate energy savings solutions that help regulate power consumption during peak hours, when the companies themselves have to purchase extra kilowatt hours of power from other utilities companies at a rate in excess of that which they are contracted or regulated to sell that same kilowatt hour for. Cost-benefit analysis indicate that a stepped or wholesale conversion from traditional lighting to so-called 'green' energy-efficient lighting solutions like LED, have significant near and long-term capital benefits to utility companies.

Brand Neue's energy audit will cover all categories of traditional and LED lighting (tubes, floods, bulbs, warehouse, freezer and refrigeration, showcase, display, office) as they affect direct power consumption or savings, in-direct power consumption or savings (ie: the ambient heat generated by halogens, incandescents, fluorescent tubes and CFLs, pressure high-energy-consumption air conditioning systems); the quality, temperature and colour of light as it

affects store finishes and merchandise; and the quality, temperature and colour of light as it impacts perishables like produce, meat and seafood. “Our new Lease on Light program levels the playing field for potential clients, so they can make informed, intelligent decisions,” adds LaBranche.

Details of the energy audit and the Lease on Light program will be released as they become available. To be placed on a wait-list re program details, or to speak with a Company representative re the Lease on Light program, please contact [Brand Neue Sales](#).

For more information regarding Brand Neue, please contact Brand Neue Investor Relations at 1.866.922.7972 or visit [www.brandneue.com](http://www.brandneue.com)

To receive Company news as it crosses the wire, simply contribute your email address to the [News Signup](#) module found on the homepage of the Company website at [www.brandneue.com](http://www.brandneue.com). To request investor or product information, please use the [Request Information](#) form on the Brand Neue website. To submit an idea or product for consideration by Brand Neue executives, please use the confidential [Innovation Submission](#) form on the Brand Neue website.

### **About Brand Neue Corp.**

Brand Neue Corp. is a product innovation company trading over the counter on the OTCBB under the symbol BRNZ. Brand Neue executives and advisors have more than 300 years of retail, global sourcing and brand experience and together, are committed to globally sourcing, developing, marketing, licensing and distributing innovative new products to retail, manufacturing and industrial application clients worldwide. For further information, please contact the Brand Neue office at 1.866.922.7972 or visit [www.brandneue.com](http://www.brandneue.com)

### **Forward Looking Statements**

This current report contains "forward-looking statements", as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this current report, which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainty of financial estimates and sales projections, industry trends, the competitive and regulatory environment for start up companies, stock market conditions, unforeseen technical difficulties and our ongoing ability to operate a business and obtain financing. These forward-looking statements are made as of the date of this press release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements.

Although we believe that our beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurances that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the Company's annual report on Form 10-K, quarterly reports on Form 10-Q and other periodic reports filed from time-to-time with the Securities and Exchange Commission pursuant to the Securities Exchange Act.

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