



January, 2010

Dear Shareholders

Thank you for allowing me the privilege of joining the Brand Neue Management Team as President.

I will honor this commitment with my pledge of assurance to you, our shareholders, to guard diligently our credibility. The distinguished quality of our carefully selected Management Team and Board of Directors certainly reflects that goal. Their years and depth of experience, wisdom and expertise represent Brand Neue well.

The quality of our Team may be the single most important indicator of our success. We have a proven track record. Together ... we have over 300 years of experience in retail and innovative product development. We will capitalize on our experience and knowledge of the industry and take advantage of the business network that has taken us years to build.

I have more than three decades of experience in the retail industry. The foundation of my success was built on my will of steel and unflinching resolve and passion for executing plans. Every strategic move has been carefully calculated and executed according to a meticulous, well-studied plan. My career has been a continuous climb ... at times smooth, at times rough, at times slow, at times fast; but at all times advancing forward. I envision the same expectation for Brand Neue.

I have successfully developed a network of global contacts and gained invaluable knowledge from developing business relationships in key countries around the world.

I like to think big ... big numbers and big ideas, and I live by the Boy Scout motto: "*Be Prepared.*" My plan is to apply my personal formula for success to our business. I seize opportunities, but realize that we must be prepared for all possible outcomes in our attempts to deliver and conquer. Measurable results and achievements are key requirements to running an efficient operation.

My pledge is one of quality and excellence in both our Team and in the services we provide. We commit to producing successful results for our shareholders. Our personal professional integrity is fundamental and is at the heart of our credibility. The Team is composed of individuals with the highest character and ethical standards, who have been carefully selected for their exceptional skills and outstanding achievements in the retail industry. They stand out as uncommon, distinctive, and exceptional. We have the skills, experience, vision and resources necessary to develop and grow Brand Neue's business.

Our expert knowledge across the spectrum of business sectors and personal commitment is second to none. We genuinely love what we do. This is reflected in our performance ... encouraging and motivating others, setting high goals, showing enthusiasm and pride in everything we do and making every day productive.

In closing, our winning attitude and true entrepreneurial spirit will continue to make a difference in our business. Our potential for growth in sales and earnings is excellent. We are results-focused professionals with successful backgrounds in driving profitability and market share. Our team has the vision of excellence in performance and the ability to deliver bottom-line results to our shareholders.

It's the way we do business!

Regards,

John J. Ryan III
President
Brand Neue Corporation