



January, 2010

Dear Shareholders

It is my sincere and absolute honor to be part of this innovative new company, and sit among such a distinguished group of accomplished and reputable colleagues.

I believe that we are indeed onto something in Brand Neue. We are in fact creating a new and highly edited, efficient way of doing business and it seems that the marketplace is ready and eager to join forces with us.

Each of us on the Brand Neue team is uniquely skilled in some particular way, and each of us has been blessed with success in our professional lives and commercial endeavors. As a collective however, we believe we are unstoppable. Together we can quickly identify monetizable opportunities, and grow the very seeds of those ideas into viable and highly marketable products.

We have already invested the experience - the time and career energy it takes not only to figure out how to do a particular thing or travel a particular path well, but also (and perhaps most important) how not to do it - and we are now ready to leverage that experience into a Brand Neue way of doing business.

We are, all of us, at the peak of our careers, now working as a collective along the path of success for ourselves, for each other, and for our shareholders.

These first six months were spent vetting ideas and setting up our offices in the United States and in Canada, and in fine-tuning our distribution network. I know that I speak for the entire Brand Neue team when I say that we are excited about 2010 and the future, and we look forward to sharing news of our progress with you.

In closing I wish to thank the Brand Neue team and our shareholders, for the opportunity to occupy the office of CEO and Chairman. I am humbled by the confidence placed in me and will do my utmost to live up to it.

Yours most sincerely,

Adi Muljo,  
Chief Executive Office, Chairman  
Brand Neue, Corp