



NEWS RELEASE
For Immediate Release

OTCBB: BRNZ

Brand Neue Corp. Announces U.S. Distribution Agreement with Pacific Salmon Industries for their Grande Gourmet Frozen Seafood Products

December 21, 2009 - Bentonville, Arkansas - Brand Neue, Corp. (OTCBB Symbol: BRNZ) ("Brand Neue" or the "Company") today announced the execution of an agreement (the "Agreement") to become the exclusive distributor of Luma Vue, Inc. ("Luma Vue") advanced LED lighting products and lighting systems in Canada.

Under the terms of the Agreement, Brand Neue will act as sole Canadian retail and commercial distributor for three years, with an option to renew, for all Luma Vue products including LED frames, panels, tubes, refrigeration and warehouse lighting, billboard lighting, street and parking lighting, signs and a comprehensive range of indoor and outdoor lighting bulbs, tubes and solutions.

On the heels of the Copenhagen Climate Change Conference, the timing of the Agreement couldn't be better for the Company and for LED technology. At a time when both media headlines and a collective consumer conscience are preoccupied by green product solutions at all levels, the onus is on retailers and manufacturers, to find environmentally-friendly and sympathetic alternatives to satisfy demand. On average, LED lights operate at approximately 80-percent efficiency; that is they convert about 80-percent of electrical energy into light energy, losing the remaining 20% to heat. Traditional incandescent light bulbs average 20-percent efficiency, losing up to 80-percent of electrical energy to heat instead of light. Notwithstanding the benefits of reducing ambient heat, the downstream benefits of drastically reduced energy consumption are incalculable.

"Already we are experiencing extraordinary interest in Luma Vue products, from both retail and commercial users. We anticipate high sales volumes and should be in a position to release news of initiating orders in the coming weeks," says Brand Neue CEO and Chairman, Adi Muljo.

About Luma Vue

Luma Vue, Inc. is a China-based advanced LED light manufacturing company specializing in a broad range of LED light bulbs and tubes, frames, panels, and a range of indoor and outdoor lighting. Luma Vue products are available currently in the United States and enjoy wide consumer appeal.

About The Company

Brand Neue Corp. is a product innovation company dedicated to globally sourcing, developing, marketing, licensing and distributing innovative new products to food service, retail, manufacturing and industrial application clients worldwide.

For more information contact Brand Neue CEO and Chairman, Mr. Adi Muljo at 1.866.922.7972 or visit 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 assurance 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 for the 2008 fiscal year, 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.