



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**

**October 14, 2009 - Bentonville, Arkansas - Brand Neue, Corp. (OTCBB Symbol: BRNZ) ("Brand Neue" or the "Company")** today announced an agreement (the "Agreement") with Pacific Salmon Industries Inc.'s ("PSI") granting the Company U.S. distribution management of PSI's Grande Gourmet brand of frozen prepared seafood products.

PSI is a seafood processor, marketer and seller, whose whole fish, and value-added seafood products can be found globally.

The distribution opportunity was referred to Brand Neue by one of the Company's advisors and represents a strong revenue generating opportunity. "We are an innovations and opportunities Company," says Brand Neue CEO Adi Muljo. "Not every product that comes into the Brand Neue fold requires development. Some, like Grande Gourmet, are already highly prospective and more-or-less market ready, but need a turn-key retail and merchandising solution like ours to present their great product or opportunity to domestic and international buyers, and, cost-effectively streamline large-scale distribution logistics."

Grande Gourmet frozen wild Canadian salmon burgers, and pre-marinated frozen salmon filets were introduced recently in a Canadian box retail chain and both products have exceeded sales targets. Month-over-month sales have increased steadily since launch. Given current U.S. consumer trending toward domestic sourcing of natural or healthful ready-to-eat grocery items, the Company expects a ready U.S. market for both the frozen filets and salmon burgers, and, anticipates lateral brand growth to include other PSI products.

### **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.

### **About PSI**

Pacific Salmon Industries (PSI) was established in 1972. Over the past 35 years, PSI has grown from a purveyor of fresh and frozen salmon to a company that encompasses a wide range of products and markets. In the past decade PSI has embarked on a program of growth by expanding processing facilities along with technological upgrades in production and cold storage.

PSI's head office is located in Vancouver Canada, and is a federally registered facility, allowing its products to be exported globally. Primary product lines include Grande Gourmet frozen shrimp & value added seafood.

For more information contact Brand Neue CEO and Chairman, Mr. Adi Muljo at 1.866.922.7972 or visit [www.brandneue.com](http://www.brandneue.com)

### **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.

### **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.