



NEWS RELEASE
For Immediate Release

OTCBB: BRNZ

Brand Neue Corp. Appoints Financial Heavyweight R. Bev Harrison as CFO

June 1, 2010– Bentonville, Arkansas – Brand Neue Corp (OTCBB Symbol: BRNZ) ("Brand Neue" or the "Company") Chairman and Chief Executive Officer Adi Muljo is pleased to announce the appointment of Mr. R. Bev Harrison, BComm.,CA., to the position of Chief Financial Officer. Mr. Harrison is a seasoned executive and celebrated company-builder with an impressive resume and vast experience working successfully with private and public companies in North America.

“We are extraordinarily pleased to welcome Mr. Harrison to the office of CFO,” says CEO Muljo. “He embodies the ideal senior level executive, and brings with him a bankable combination of relevant financial experience - ranging from sourcing start-up funds to factoring and legal accountancy - that Brand Neue needs to manage and evolve its product portfolio and growth strategies quickly and effectively. “ Bev is a recognized team builder and leader, and already he has hit the ground running – helping to refine our business plan and best manage our highly-prospective brands.”

Mr. R. Bev Harrison (Bev) is a mature financial executive with strategic leadership and expertise in both traditional and entrepreneurial environments. His personal strengths include superb organizational skills and an energetic, systematic approach to all challenges. Bev is an experienced relationship builder with Boards of Directors and Advisors, lenders, investors and auditors. He is quick to recognize and then successfully pursue new opportunities, and is particularly effective working in a high-stakes, high-achieving environment such as that exists at Brand Neue.

In his position as Chief Financial Officer, Mr. Harrison will work closely with Company President John J. Ryan III, former Walmart Executive Vice President & President of Global Sourcing, and other Brand Neue executives, to quickly and strategically grow both the Company’s treasury, and its core business of identifying and bringing products and innovations to market quickly and cost-effectively.

“I am very happy to join Brand Neue, and have every confidence that the Company will grow to become a major player in LED lighting and brand development,” says Mr. Harrison.

About R. Bev Harrison, BComm.,CA.

Mr. R. Bev Harrison began his professional life in 1962, after graduating from Queen’s University with a gold medal as top scholastic graduate. A series of illustrious accomplishments followed him throughout his remarkable professional career and many philanthropic endeavors. Early in Bev’s career, he joined the world-wide Chartered Accountant partnership of Arthur Andersen & Co, working in Toronto, Vancouver and San Francisco, and was invited to partnership in 1973. During his tenure he was elected to the Council providing strategic advice to the Chairman of World Wide Partnership; provided financial and audit

advice to blue-chip clients like Daon Development, Finning International and BC Tel (Telus); and participated in all Vancouver office public financings (1973-1984).

In 1986, Bev joined the merchant banking/venture capital firm of Ashlar Capital Corporation, as Executive Vice President. There, he solicited investment from pension funds in Quebec, Ontario and British Columbia, and developed a protocol for evaluating investment opportunities. He left Ashlar in 1988 to pursue senior level challenges at Columbia Computing Services and then Davis & Company LLP (Vancouver) as Managing Director. He returned to Ashlar as President from 1995 through 2002, and raised funds for and refined the company's sector-leading factoring business. From 2002 until present, Mr. Harrison served as President of WestFactor Capital Inc, a factoring company that purchases commercial accounts receivable from small and mid-sized businesses in Western Canada. At WestFactor, Mr. Harrison attracted a financial partner to assume operational costs and limit the company's exposure. Simultaneously, from 2006 through 2008, he sourced private and institutional investments in excess of \$11M, during the first 15 months of a real estate development start-up. Mr. Harrison is an active community volunteer, providing service to British Columbia's Children's Hospital, the Canadian Memorial United Church, University of British Columbia Faculty of Commerce, the United Way and many other worthy organizations.

For detailed biographies of these and other Brand Neue executives, please visit the [People](#) pages of the Brand Neue website. 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.

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 OTC:BB 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 <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 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.