



NEWS RELEASE
For Immediate Release

OTCBB: BRNZ

Brand Neue Corp. Announces World License and Rights to Lindal Dispenser's Revolutionary Double Piston Spray Can Technology.

June 14, 2010– Bentonville, Arkansas – Brand Neue Corp (OTCBB Symbol: BRNZ) ("Brand Neue" or the "Company") is pleased to report that it is the exclusive sales agent and distributor for an innovative, patented product developed by Rocep-Lusol Holdings Ltd. Of Scotland ("Rocep") and Lindal Dispenser GmbH of Germany ("Lindal"). The product, known as the LinRoc Double Piston Can System with Actuators (the "Double Piston Can"), is a revolutionary aerosol and propellant-free, environmentally-friendly containment and spray system for liquid and viscous products, with a wide range of applications across all consumer, institutional and industrial sectors.

The Double Piston Can is unique in the world in that it facilitates the aerosol and propellant-free, uniform and continuous spray of any viscous product, ranging from water to heavy creams and oils. The system is 100% recyclable, and because it does not require butane or other incendiary gasses to propel contents, is non-flammable and transport risk-neutral, and does not contribute to ambient air pollution. The Double Piston Can system was developed by Lindal and Rocep. in Germany, by Lindal Dispenser GmbH, The Lindal group is well known as one of the world leading companies in valve design and production. The Lindal Group was established in 1959 and manufactures over 1.8 billion valves annually. Brand Neue today joins Lindal's global network of subsidiaries and licensees in over 15 countries in Europe, America and Asia.

"We are very excited about our rights to Lindal's 'super green' propellant-free Double Piston Can and its relevance to our global network of manufacturers and retailers," says Brand Neue President, John J. Ryan III. "Given the immediate need by retailers and manufacturers to source a risk-neutral, propellant and aerosol free, environmentally-friendly alternative to conventional spray can technology - one that doesn't require incendiary gasses to propel contents or emit high VOCs (volatile organic compounds) – we couldn't be better positioned to become part of a global solution. "

The Company has specific world agency rights to sell and distribute the Double Piston Can for personal care applications including beauty products, hair shampoo, styling and coloring products, deodorants, cosmetics, nutraceuticals, vitamin and mineral-enhanced, re-hydrating waters, etc. The world rights include North America, Puerto Rico, Ireland, India, Brazil, Argentina, China, the United Kingdom, Japan, Costa Rica, El Salvador, Chile, Guatemala, Honduras, Nicaragua, and any other country or territory in which Walmart and its subsidiaries and affiliates do business. The Company's worldwide rights will self-renew in perpetuity, assuming the ongoing achievement of established sales milestones.

How the Double Piston Can System Works

Lindal's Double Piston Can technology is patent protected, but at its most basic consists of three elements; an uncontaminated and propellant-free environment for storing liquid and

viscous ingredients, a wholly separate containment area for pressurized dead air, and a revolutionary spray valve. Conventional aerosol can technology suspends fine solid or liquid particles of consumable and other ingredients in a flammable, often poisonous gas, and expels them through a traditional spray nozzle in a diminishing pressurized stream, until the can is empty – not necessarily of ingredients, but of propellant. Conversely, the Double Piston Can relies on innovative physics and risk-neutral dead air to propel ingredients in a uniform stream or mist until the can is empty of ingredients. The environmental and health implications of adopting Double Piston Can technology over conventional aerosol are incalculable.

For more information please contact Brand Neue Investor Relations at 1.866.922.7972 or visit www.brandneue.com

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 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, 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.

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