



NEWS RELEASE
For Immediate Release

OTCBB: BRNZ

Brand Neue Corp. commences revenue sharing arrangement; enters \$12B market with Luma Vue LED Lighting

June 17, 2010– Bentonville, Arkansas – Brand Neue Corp (OTCBB Symbol: BRNZ) ("Brand Neue" or the "Company") is pleased to report that in addition to being the exclusive North American sales agent and distributor for Luma Vue LED Lighting Products and Systems ("Luma Vue"), the Company will benefit from a 50-50 revenue sharing agreement on specified new business, effective immediately. The arrangement is strategic for Brand Neue, as American consumers and retailers prepare for the US government legislated transition away, beginning in 2010, from energy-inefficient incandescent bulbs, and toward energy-efficient alternative lighting solutions like LED (light emitting diode) and CFL (compact fluorescent) bulbs.

According to research done by Strategies Unlimited, the annual domestic market for lighting exceeds \$12 billion, and, assuming continued slow economic recovery, demand for high brightness LED lighting solutions alone could exceed \$12 billion by the end of 2013. CFLs and LEDs are the two accepted alternative lighting choices currently available in the United States. CFLs have not gained wide acceptance due primarily, to mercury-related health concerns.

Luma Vue advanced LED lighting systems and products are the most advanced residential, commercial and industrial LED lighting products available on the domestic market today with the required UL (Underwriters Laboratories) seal of approval for sale and distribution in the United States. The UL seal ensures buyers and consumers that Luma Vue products exceed standardized and stringent safety and performance testing.

Luma Vue has been in research and development on LED lighting for the past several years and recently introduced a range of extremely durable, luminescent and energy-efficient products to replace not only traditional incandescent bulbs, but the traditional mercury-laden fluorescent tubes that are in such wide circulation. Luma Vue bulbs, tubes, flood lamps, outdoor lighting, industrial lighting, and LED-powered signs and frames are all highly energy-efficient (up to 12-year bulb life), use from 30%-70% less energy than incandescents (pay for themselves in under two years), are non-toxic and extremely durable (CFLs contain mercury and break easily), are cool to the touch, extremely bright, and operate at high efficiency in both cold and hot environments.

Luma Vue LED-powered marker boards, frames and display panels are already available at stores like Sam's Club in the US, and the Company is about to introduce the LED tubes, bulbs and flood lights for indoor and outdoor use, to the marketplace. "We will take delivery of the new tubes and floods within a month and expect to hit the ground running," says Brand Neue president John J. Ryan III. "Luma Vue's LED exceeds CFL in all measurable categories with respect to energy efficiency, cost savings, reliability and safety. Once demonstrated, the product really speaks for itself."

Under terms of the exclusive North American sales agency and distribution agreement announced on June 8, 2010, Brand Neue and Luma Vue will revenue share, on a 50-50 basis all profits over and above the quoted price, realized from new sales of Luma Vue products, and the Company will retain gross profits of eight percent on all current contracts assumed by Brand Neue.

About Luma Vue

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

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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