



NEWS RELEASE
For Immediate Release

OTCBB: BRNZ

Brand Neue Corp. Bolsters Board with M&A and Marketing Expertise

May 27, 2010– Bentonville, Arkansas – Brand Neue Corp (OTCBB Symbol: BRNZ) ("Brand Neue" or the "Company") Chairman and CEO Adi Muljo is pleased to announce the appointments of Mr. Alex Eliashevsky to the position of Manager of Mergers and Acquisitions, and Director; and Mr. Kevin LaBranche as Manager of Marketing and Distribution, and Director. Messrs Eliashevsky and LaBranche are recognized leaders in their fields and bring invaluable mergers and acquisitions, incentive marketing and distribution expertise to the Company's already blue chip management team.

"These appointments are both significant and strategic as the Company aggressively pursues its business plan," says Mr. Muljo. Mr. Alex Eliashevsky joins the Company as Manager of Mergers and Acquisitions, and will assume a seat on the Board of Directors. Mr. Eliashevsky's experience ranges from Chicago-based equity options trader, to Industrial Engineering, and is well known for his winning balance of professional expertise and remarkable intuition. "Mr. Eliashevsky has an uncanny ability to identify opportunity," adds Muljo. "We will be relying heavily on Alex's expertise and experience to help us quickly and efficiently identify worthy opportunities, and eliminate weak ones."

Mr. Kevin LaBranche joins Brand Neue as a Contract Manager of Marketing and Distribution, and also assumes a seat on the Board of Directors. Mr. LaBranche is a recognized expert in product distribution and retail and industrial market development, with over 20 years experience as a manufacturer's agent and 18 years as owner of a commercial construction company. Kevin's professional experience uniquely suits him to help the company identify and successfully pursue incentive marketing, distribution and sales opportunities in the areas of retail hard goods, as well as trade and institutional.

"Mr. LaBranche is uniquely qualified to supplement our powerhouse of on-board brand and retail experience, with his proven successes in business-building contract sales and incentive marketing. His trade and contract experience will be particularly invaluable to the Company as we manage the sales growth of our Luma Vue LED lighting technology and other products with commercial and institutional applications," says Mr. Muljo.

About Alex Eliashevsky

Alex Eliashevsky is an equity options trader at the Chicago Board of Options Exchange (CBOE). Alex started his career in 1998 as an intern with Cutler Group LP, a sophisticated derivatives trading firm focused primarily on equity options. He assisted professional traders in the "pits" while learning the fundamentals of options trading. After graduating from Northwestern University in 2000 with a degree in Industrial Engineering, he started trading for the Cutler Group. Having early success in his career, he invested in a sole proprietorship and continued trading while maintaining a working relationship with the Cutler Group. Alex attributes his success on his ability to model volatility skews in equities as well as his capability of quickly identifying mispriced option relationships in the marketplace. He executes his

winning strategy by balancing all of the traits necessary to succeed in a constantly changing market environment.

About Kevin LaBranche

Mr. Kevin LaBranche has over 20 years experience in the manufacturer's agency business, and 18 years as owner of a commercial construction company, he will apply strong expertise in developing product awareness and sales. Kevin represented notable products such as Moen Faucets, State Water Heaters, Kohler Plumbing fixtures and Zurn Drains to wholesale distributors in Western Canada. In 1988 Kevin accepted a position where he initiated and developed the contract sales division, spear-heading the company's expansion to industrial and commercial sales with innovative pricing structures, volume rebates and product education for engineers, architects and developers. In 1993 Kevin opened a contracting business, specializing in retail showroom build-out. Over the past 17 years, Kevin developed a strong reputation for quality and exemplary professionalism. Kevin's strong business skills and exceptional personality, built a successful construction company with a solid base of national customers, building projects over the western provinces

The Company wishes to thank Mr. Don Park, who recently tendered his retirement from the Brand Neue Board of Advisors, for his enthusiastic participation.

To review biographical notes relating to these and other Brand Neue executives, please visit the [People pages](#) of the Brand Neue website.

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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