



NEWS RELEASE
For Immediate Release

OTCBB: BRNZ

Brand Neue Corp. Announces Breakthrough Test Results for Industry Leading Super Green LED Lighting Technology

June 21, 2010– Bentonville, Arkansas – Brand Neue Corp (OTCBB Symbol: BRNZ) ("Brand Neue" or the "Company") as the exclusive North American sales agent and distributor for Luma Vue LED Lighting products and systems ("**Luma Vue**") is pleased to announce that, independent US laboratory testing of its 48" LED tube confirms production of 98.6 lm/W (lumens per watt) of electricity consumed – nearly twice the industry average of 50 lm/W and delivered a superior color temperature of light. The laboratory results position Luma Vue's LED tubes as a superior, safe alternative to traditional fluorescent lighting. Lumens per watt testing is the lighting industry standard of measuring units of light perceived by the human eye, generated per watt of power consumption.

Luma Vue's 48" LED tubes will be available for distribution mid July and will, for the first time ever, provide North American consumers and industry, with an energy-efficient, cost-effective, non-toxic alternative to the traditional fluorescent tube. The \$12B domestic lighting market has been plagued by health and environmental concerns related to mercury, lead and phosphor powder used in traditional tube manufacture, as well as by complications surrounding management, replacement and disposal of ballasts.

The test results are game-changing for Brand Neue, for Luma Vue, for the United States Department of Energy (DOE), and for the \$12B domestic lighting market. A May, 2010 DOE report on energy efficiency and renewable energy – Linear 48" fluorescent replacement lamps specifically – concluded that LED linear replacement lamps previously available did not compete with linear fluorescent lamps on the basis of light output, color quality, distribution of light, lumen maintenance, or cost-effectiveness, and further, that the DOE did not recommend replacing linear fluorescent lamps with LED linear replacements. Luma Vue's recent test results confirm that their 48" LED tube is equivalent to a 48" fluorescent tube on a one-for-one comparison; that is performance data including light output, color and quality are the same, plus Luma Vue LED tubes use 50% less energy than fluorescents, operate at 40F degree cooler surface temperature, and require no ballast.

"We are clearly ahead of other LED manufacturers in the marketplace today, and in fairness to the DOE, we are taking the industry by surprise," says Brand Neue president John J. Ryan III. "What the industry did not know was that Luma Vue was in 'stealth mode' aggressively researching and developing their 48" LED tube, and that the company is years ahead of the competition. Luma Vue is the only LED lighting product designer and manufacturer with a plausible, affordable, energy-efficient, environmentally-friendly LED tube that comes with a three year replacement guarantee and the required UL Standards seal of approval."

In the US alone there are tens of millions of recessed troffer fixtures (fluorescent tube fixtures or 'cans') containing energy-inefficient 48" fluorescent tubes. For this and other reasons, the DEO is looking closely at LED tube technology, and has a goal of reducing energy used for electric

lighting in all categories, by 50%, or \$27.5B over the next three years. Only Luma Vue LED tubes offer both the performance and energy-savings required to meet DOE requirements and still maintain tough industry standards.

Each Luma Vue 48" LED tube delivers 40,000 – 50,000 hours of high-brightness light (for 10-12 years, operating 10-12 hours per day), consumes 50% less power than traditional fluorescent tubes, is durable (no glass to break), and, unlike fluorescent tubes, does not flicker and operates at or above peak efficiency under cold conditions. Light color temperature delivered during testing measured 4228K (Kelvin) which is considered ideal for office, storage, warehouse, school, retail and other public areas typically illuminated by fluorescent tubes.

About Luma Vue

Luma Vue is a US-based designer and manufacturer of 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 North America. Luma Vue's energy-efficient LED products include (fluorescent replacement) tubes, flood lamps and bulbs, refrigeration lights, warehouse and outdoor lights, architectural lighting, and a range of LED-powered marker and display boards, frames and commercial signage and display items. Luma Vue consumer products are available in Sam's Club and other retailers in the United States, and beginning August, 2010 in Costco stores in the United Kingdom. Luma Vue LED products are available for distribution and sales in North America through an exclusive sales agency agreement with Brand Neue, Corp.

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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