

JLM Couture Launches “Aisle Style” Blog

NEW YORK, August 26, 2010 – JLM Couture, a leading innovator of bridal and bridesmaids gowns, announced today the launch of *Aisle Style* (www.jlmcouture.com/blog), a blog designed for brides, bridesmaids, and all wedding enthusiasts.

Aisle Style will focus on bridal trends, styling tips, “real bride” features, behind-the-scenes photos and video clips, and JLM news. Featured guest bloggers will include designers of the Alvina Valenta, Blush, Jim Hjelm, Lazaro, and Tara Keely collections, stylists and other industry experts such as photographers, boutique owners, and event planners.

The logo for "Aisle Style" is written in a large, elegant, cursive script. Below the main text, the words "BY JLM" are written in a smaller, clean, sans-serif font.

The blog is another way for JLM to reach out directly to brides, bridesmaids, and retailers. Joseph L. Murphy, president and ceo of JLM said, “We are highly enthusiastic about the launch of the blog. It marks a major effort to directly reach out to our brides in a personal one-on-one manner.” He indicated these blogs will re-enforce the strong image advertising campaign that the company implements on behalf of all of its bridal and bridesmaid collections in the major national bridal magazines and top bridal search sites.

About JLM Couture

JLM Couture is engaged in the design, manufacture and distribution of bridal and bridesmaids gowns. The company’s collections include Alvina Valenta, Jim Hjelm, Jim Hjelm Blush, Jim Hjelm Occasions, Lazaro, and Tara Keely. All gowns crafted in the USA. JLM Couture is publicly traded over-the-counter under the symbol JLMC. For more information please visit www.jlmcouture.com.

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