

For Immediate Release

JLM Couture, Inc. Los Angeles Flagship Store to Open Spring 2012

January 10, 2012 | New York, NY - JLM Couture, Inc. (OTC Market: JLMC), a leading design house of luxury wedding apparel, announced today the February 2012 opening of its flagship store on Robertson Boulevard in West Hollywood. The store will particularly cater to the discerning taste of the L.A. bride, while also serving celebrity and entertainment industry clientele.

Joseph L. Murphy, JLM Couture's president and chief executive, said the store will showcase a full array of JLM Couture products, including Lazaro, Jim Hjelm, Alvina Valenta and Hayley Paige wedding gowns, as well as custom designed couture gowns. "We are excited about the potential to further enhance the allure of JLM brands," said Murphy. He said the new boutique will provide JLM a myriad of promotional brand building opportunities while serving as a source for new design and trend research for JLM designers.

The intimate 1650 square foot boutique will be an ideal setting for promotional events. The company will partner with Los Angeles vendors on industry cocktail receptions, as well as exclusive collection previews and designer appearances. Murphy further noted, "the store will serve as a valuable source of marketing and display feedback to share with our highly valued wholesale customer base."

About JLM Couture, Inc

JLM Couture, Inc. is a multi-label bridal house engaged in the design, manufacture, and distribution of bridal and bridesmaid gowns. The company's bridal gown collections are Alvina Valenta, Jim Hjelm Blush, Jim Hjelm, Lazaro, Hayley Paige and Tara Keely. The bridesmaid collections are Alvina Valenta Bridesmaids, Jim Hjelm Occasions, Lazaro Bridesmaids, and Noir by Lazaro. JLM is traded over the counter. JLM products are distributed in approximately 600 retail stores throughout the United States and approximately 200 stores internationally. For more information please visit www.jlmcouture.com.

Contact:

Susan Keng
525 7th Avenue, Suite 1703
New York, NY 10018
Ph. 212-221-8203 | pr@jlmcinc.com

###