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Ominto, Inc. Launches Enhanced Membership Package Exclusively for VIP Members

VIP Lounge Introduces DubLi Travel, Leisure, Local Retail, Dining Offers and More

BOCA RATON, Fla.--(BUSINESS WIRE)-- Ominto, Inc. (Nasdaq: OMNT), a global leader in online Cash Back shopping, today announced the launch of the enhanced VIP Lounge, an exclusive membership package for VIP customers. The VIP Lounge offers a product and benefit mix unmatched in the global Cash Back industry.

With the launch of this upgraded membership package, the company has introduced DubLi Travel. DubLi Travel is Ominto's private label travel search engine, featuring worldwide hotel coverage and listing one of the largest hotel inventories at more than 15,000 destinations. With discounts of up to 60% on hotel bookings, DubLi Travel is backed by leading travel industry hotel accommodation partners, priceline.com, Booking.com and agoda.com, who have a global presence in North America, Europe, the Middle East and Asia-Pacific region.

Ominto's new VIP Lounge offers even more ways for members to save on travel, leisure and entertainment activities, local shopping, dining and services. VIP Lounge members can save on air travel with 10% discounted flight vouchers on round-trip flights anywhere in the world. The new VIP Lounge also offers up to 50% discounts on local retail and dining with over 400,000 offers available throughout North America.

The VIP Lounge is available to DubLi.com customers worldwide and includes both global and regional offers to suit the Company's multi-cultural, multi-regional and diverse customer base.

Michael Hansen, Founder and Chief Executive Officer of Ominto, stated, "The launch of the new VIP Lounge is consistent with the plans we announced when our new site was launched last May, to offer our global customer base a superior shopping and savings opportunity when they shop at DubLi.com. The VIP Lounge is designed to complement our Cash Back shopping with deep discounts on travel, leisure, local retail and dining discounts. We expect the new membership to drive increased VIP member penetration, which offers strong recurring revenues at solid margins. The enhanced benefit package included in the VIP Lounge offers thousands of dollars of value. The leading suite of features are available in one convenient location for our customers to shop, save and earn Cash Back making it unnecessary for them to shop anywhere else."

Mr. Hansen continued, "Furthermore, the new VIP Lounge allows members an extra and unlimited 2% Cash Back on all purchases they make on the site outside the VIP Lounge as well to withdraw their available Cash Back in only 45 days. We aren't aware of any faster payouts in the Cash Back industry. We believe the new VIP Lounge is an extension of the exceptional value proposition we offer our customers. We will continue to add a variety of other features over the coming months including up to 30% discounts at theme parks and leisure attractions worldwide."

About Ominto, Inc.

Ominto, Inc. is a global e-commerce leader and pioneer of online Cash Back shopping delivering value-based shopping and travel deals through its primary shopping platform and affiliated Partner Program websites. At DubLi.com or at Partner sites powered by Ominto.com, consumers shop at their favorite stores, save with the best coupons and deals, and earn Cash Back with each purchase. The Ominto.com platform features thousands of brand name stores and industry-leading travel companies from around the world, providing Cash Back savings to consumers in more than 120 countries. Ominto's Partner Programs offer a white label version of the Ominto.com shopping and travel platform to businesses and non-profits, providing them with a professional, reliable web presence that builds brand loyalty with their members, customers or constituents while earning commission for the organization and Cash Back for shoppers on each transaction.

For more information, please visit Ominto's corporate website <http://inc.ominto.com>.

Forward-looking Statements

This document contains forward-looking statements that involve substantial risks and uncertainties. These include statements about Ominto's expectations, beliefs, intentions or strategies for the future, which are indicated by words or

phrases such as "anticipate," "expect," "intend," "plan," "will," "believe," "projects," "could," "would," and similar expressions. You can also identify them by the fact that they do not relate strictly to historical or current facts. The forward-looking statements reflect Ominto's current view about future events and are subject to risks, uncertainties and assumptions. Because forward-looking statements relate to the future, by their nature, they are subject to inherent uncertainties, risks, and changes in circumstances that are difficult to predict. Ominto may not actually achieve the expectations disclosed in the forward-looking statements and you should not place undue reliance on Ominto's forward-looking statements. These forward-looking statements involve risks and uncertainties that could cause actual results or events to differ materially from the expectations disclosed in the forward-looking statements, including, but not limited to: risks related to our ability to continue as a going concern being in doubt; Ominto's inability to generate enough customers or enough purchasing activity for our shopping websites; Ominto's inability to establish and maintain a large growing base of Business Associates; Ominto's failure to adapt to technological change; increased competition; increased operating costs; changes in legislation applicable to Ominto's business; Ominto's failure to improve our internal controls; and Ominto's inability to generate sufficient cash flows from operations or to secure capital to enable us to maintain our current operations or support our intended growth; along with other risks and potential factors that could affect Ominto's business and financial results identified in Ominto's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the fiscal year ended September 30, 2016.

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