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Ominto, Inc. Unveils New Corporate Identity for dubli.com

BOCA RATON, Fla.--(BUSINESS WIRE)-- Ominto, Inc. (Nasdaq: OMNT), a global leader in online Cash Back shopping, today unveiled its new corporate identity for dubli.com. Since its founding in 2003, dubli.com has remained progressive in the modernization of e-commerce. The new, easily identifiable logo has been given a contemporary look to symbolize the growth and development of the website as it continues its direction as a leading global online shopping Cash Back provider.

The color palette is fresh, bright and vibrant, representing dubli.com's strength, focus on clarity and offers simplicity with the new typeface lending to a modern and cleaner look. The new dynamic logo eloquently expresses energy and excitement, which have always been part of the company's culture. Implementing a flat design and clean geometric shapes, the new logo represents the next chapter of dubli.com, in its pursuit towards becoming the online Cash Back shopping destination of choice offering travel, fashion and beauty as well as electronics and home and garden. The new logo also symbolizes the company's appeal to a greater customer base, from a variety of customers and cultures. Similar to the recent launch of the Luxury Brands page, the logo visually represents dubli.com's ability to innovate and remain user friendly making online shopping a more optically pleasing experience.

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 press release 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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