

## China's OMNIALUO Brand Makes Its United States Debut Today During New York Fashion Week

SHENZHEN, China, Sept 12, 2008 /Xinhua-PRNewswire-FirstCall via COMTEX News Network/ -- OmniaLuo, Inc., (OTC Bulletin Board: OLOU) ("OmniaLuo" or the "Company"), a China-based company engaged in the business of designing, developing, marketing and distributing fine women's apparel under the brand name OMNIALUO, makes its United States debut today by presenting the collection "Beauty Blossoms" during the OMNIALUO fashion show starting at 5:00 p.m. ET in The Salon at Bryant Park as part of the Mercedes-Benz Fashion Week in New York.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080912/CNF009> )

About OmniaLuo, Inc.

OmniaLuo, Inc. ( <http://omnialuo.com.cn> ), based in China's fashion capital of Shenzhen, is in the business of designing, developing, marketing and distributing fine women's apparel under the brand name OMNIALUO. OMNIALUO's apparel embodies elegance, femininity and sophistication for China's rapidly growing class of urban and affluent female professionals. With its rapid and strategic expansion plan, OMNIALUO plans to increase its retail presence to more than 250 retail stores and distributor relationships by year end 2008. Under the leadership of Zheng Luo, the Company's founder and award winning chief designer, OMNIALUO is positioned to become a solid luxury brand in China.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

This news release contains forward-looking statements, including statements that include the words "believes," "expects," "anticipates," or similar expressions. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance, or achievements of the Company to differ materially from those expressed or implied by such forward-looking statements. Factors that may affect these forward-looking statements include, among others, our dependency on our chief executive officer, principal stockholder and chief designer, our sensitivity to economic conditions and consumer spending in China, competition in our industry, our ability to effectively manage our growth, our ability to raise capital in the future, changes in China's economic or political situation, and other factors set forth in our Annual Report on Form 10-KSB filed with the United States Securities and Exchange Commission or otherwise set forth from time to time in our other public filings. This news release speaks as of the date first set forth above and the Company assumes no responsibility to update the information included herein for events occurring after the date of this news release.

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