

OmniaLuo Boosts Retail Store Count to 242

-- OmniaLuo opens 7 retail stores in August and 16 in September

-- Retail store count increases 32% year to date

SHENZHEN, China, Oct 14, 2008 /Xinhua-PRNewswire-FirstCall via COMTEX News Network/ -- OmniaLuo, Inc. ("OmniaLuo" or the "Company") (OTC Bulletin Board: OLOU) ([http://ir.omnialuo.com/](http://ir.omnialuo.com)), a China-based company engaged in the business of designing, developing, marketing and distributing fine women's apparel under the brand name OMNIALUO, today announced that it opened 23 new retail stores in August and September. Of the 23 new stores, 16 were independent distributor stores, 3 were co-owned stores and 4 were self-owned stores. In addition to these new store openings, OmniaLuo also entered into contracts with 8 new independent distributors for stores to be opened by year-end 2008. The addition of the August and September store openings increases OmniaLuo's retail store count to 242 throughout China. The retail network consists of:

- 32 company-owned stores
- 47 co-owned stores
- 163 independent distributor stores (the highest margin of the three store types)

"Each new store opening enhances the OMNIALUO brand and is consistent with our strategy of raising awareness and aggressively growing market share," stated Ms. Cindy Luo, Chairwoman and CEO. "As of the end of September we are 97% of our goal of at least 250 retail stores by year-end 2008," added Ms. Luo.

About OmniaLuo, Inc.

OmniaLuo, Inc. (<http://ir.omnialuo.com/>), 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 Cindy Luo, the Company's founder and award winning chief designer, OMNIALUO is positioned to become the Chinese brand equivalent of Ralph Lauren, Vera Wang and Anna Sui.

OmniaLuo Investor Resources

Women's Wear Daily Article: <http://tinyurl.com/3s5kev>

Fact Sheet: <http://tinyurl.com/48ndz3>

Presentation: <http://tinyurl.com/46xyo2>

Video: <http://ir.omnialuo.com/video/omnialuo.cfm>

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