

OmniaLuo's New York Fashion Debut Celebrated in Chinese Media

SHENZHEN, China, Oct 29, 2008 /Xinhua-PRNewswire-FirstCall via COMTEX News Network/ -- OmniaLuo, Inc. (OTC Bulletin Board: OLOU; "OmniaLuo" or the "Company"), a China-based company engaged in designing, developing, marketing and distributing fine women's apparel under the brand name OMNIALUO, today announced that Zheng Luo's debut at the Mercedes Benz New York Fashion Week in September 2008 has received extensive media coverage in China.

References to the designer's New York debut have cascaded through many popular Chinese media outlets, including e-vogue.com.cn, tom.com, sohu.com, Netease, chinanews.com, Xinhuanet, China Youth Newspaper, Guangzhou Daily, China Fashion Weekly, Fashion Times, Fashion News, Star Daily, The First, the South-Eastern Morning Post, and other prominent media outlets.

Immediately after the show, both CCTV 9 and Beijing TV 7 broadcasted prime time clips of the OmniaLuo New York fashion show. On September 14, the Sunday edition of Shenzhen Special Economic Zone Newspaper, a leading Shenzhen newspaper, celebrated its local designer's recognition in New York, displaying pictures of Zheng Luo together with one of her models dressed in a look from the Bryant Park runway; a short, pink dress dyed in a cherry blossom pattern in the style of a Chinese water color painting. On September 26, an interview with Zheng Luo hosted by the Fashion Edition of <http://www.sina.com> reviewed details of Zheng Luo's personal views on her U.S. debut and on current fashion trends, as well as her perception and philosophical thoughts as an artist, and aspects of the positive reception of her speech delivered at the cocktail party following her show

(<http://eladies.sina.com.cn/fa/p/2008/0926/1750772342.shtml>).

"The positive press coverage in China following our debut in New York has reinforced OMNIALUO's status as a premium domestic brand," said Zheng Luo, CEO of OmniaLuo. "Since the high-end fashion scene is still developing in China, consumers look to the international arena for guidance. Being the first woman fashion designer from Mainland China to participate in a major event such as the New York Fashion Week enhances our credibility and helps us better position our brand in China."

On September 27, the 21st Century Business Herald, a leading Chinese economic newspaper, published an article written by its overseas reporter who attended the fashion show (http://www.21cbh.com/HTML/2008/10/8/HTML_SVLYVU0PTPI8.html). In the article, Rosemary Ponzio, a New York stage designer, was quoted saying that Zheng Luo's show was the best she had seen during the fashion week. "Strong" was the word used by a New York local fashion critic, Ron Gardener, to reflect his impression of the OmniaLuo runway show. He stated that the show reminded him of the old Shanghai, and Paris of the 1950's. An Indian businessman in the apparel industry, Arif Dagwood, thought Zheng Luo was a strong competitor to Anna Sui.

"I was uncertain before the show whether the American audience would appreciate my work," said Zheng Luo, the chief designer and CEO of OmniaLuo. "But I have since been assured by the enthusiasm of buyers."

About OmniaLuo, Inc.

OmniaLuo, Inc. (<http://www.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 Zheng Luo, the Company's founder and award winning chief designer, OMNIALUO is positioned to become a solid high-end brand in China.

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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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