



Nova LifeStyle to Debut New Products and Styles at the Summer 2017 Las Vegas Market Trade Show

Expects Integrated E-Commerce Sales Process to Help Drive Seasonally Higher Third Quarter Sales



LOS ANGELES, June 22, 2017 -- Nova LifeStyle, Inc. (NASDAQ: [NVFY](#)) (“Nova LifeStyle” or the “Company”), a U.S.-based, leading innovative designer, manufacturer and distributor of modern life style furniture, today announced the Company will be attending the Summer 2017 Las Vegas Market trade show which takes place July 30 – August 3, 2017 (www.lasvegasmarket.com), where the Company will showcase a number of new products and designs.

Nova LifeStyle will showcase in recently expanded and renovated showroom (B-746), where the Company will be featuring 10 new Sofa collections along with an expanded collection of beds, including twin and full sizes, all with quick-ship availability allowing customers maximum ordering convenience, which is interconnected with Nova LifeStyle’s continued, successful E-Commerce initiatives.

Management Commentary / Las Vegas Market as Sales Catalyst

Tawny Lam, CEO of Nova LifeStyle stated, “Las Vegas Market is always a highlight for us as the event provides us an opportunity to showcase our new products at one of the premier home furnishings events in the world. With the ever-increasing influence of the internet and social media in the areas of home furnishings and interior design, today’s buyers are more discerning and informed than they ever have been. We are satisfying the design-centric appetite with products that emphasize lush tailoring, grander seat pitch, rich color palettes, patterns and materials to meet the tastes of today’s more design-centric customers.”

Ms. Lam followed, “Over the last couple years the Las Vegas Market has been a sales catalyst for our Company. During this period, our Q3 revenues have generally been our strongest of the year and we attribute much of that success to the strong momentum generated from our attendance at Las Vegas Market for both existing

and new product lines prior to the Christmas season. The integration of E-commerce platforms in recent years has served to broaden Nova's market base to a wider range of consumers, and we have seen positive sales trends online."

Celebrating 25 years in the industry, Diamond Sofa is positioned now more than ever, as an innovative complete home furnishing source. In addition to 10 new sofa collections that have already generated advance buzz on the company website (diamondsofa.com) and social media platforms, Nova LifeStyle is also launching a major new category of dynamic modern home accents, expanding its selection of beds to include twin and full sizes, along with a 46% expansion of its increasingly popular Urban Vintage Collection, further broadening the scope the product lineup with meaningful design.

For more information on Nova LifeStyle products and brands please visit <http://www.novalifestyle.com> or <http://www.diamondsofa.com>.

About Las Vegas Market and International Market Centers, L.P.

The Las Vegas Market is an international furnishings showcase that combines style, inspiration and productivity in an unrivaled, world-class destination. With two markets each year, Las Vegas Market is the only major home furnishings market in the western U.S. offering a unique cross-section of suppliers and buyers spanning the home furnishings, décor and gift industries. For more information, visit www.lasvegasmarket.com

About Nova LifeStyle

Nova LifeStyle, Inc., a NASDAQ Global Market listed company headquartered in California, is a fast growing, innovative designer, manufacturer and distributor of modern LifeStyle furniture; primarily sofas, dining rooms, cabinets, office furniture and related components, bedrooms, and various accessories in matching collections. Visit Nova's website: www.NovaLifeStyle.com.

Safe Harbor Statement

All statements in this press release that are not historical are forward-looking statements made pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. There can be no assurance that actual results will not differ from the Company's expectations. You are cautioned not to place undue reliance on any forward-looking statements in this press release as they reflect Nova's current expectations with respect to future events and are subject to risks and uncertainties that may cause actual results to differ materially from those contemplated. Potential risks and uncertainties include, but are not limited to, the risks described in Nova's filings with the Securities and Exchange Commission.

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