



**NOVA LIFESTYLE WINS OUTSTANDING IMPORT & EXPORT ENTERPRISE AWARD
FOLLOWING SUCCESSFUL PRESENTATION AT
CHINA INTERNATIONAL FURNITURE FAIR**



LOS ANGELES, September 29, 2015 - Nova LifeStyle, Inc. (NASDAQ: NVFY) ("Nova LifeStyle" or the "Company"), a U.S.-based, innovative designer, manufacturer and distributor of modern LifeStyle furniture, today announced it has won the Outstanding Import & Export Enterprise Award from The Hong Kong Chinese Importers' & Exporters' Association ("HKCIEA" or the "Association") on September 14, 2015 following the Company's participation at The 36th Edition of the China International Furniture Fair (Shanghai), from September 8-12, 2015.

Ms. Tawny Lam, Nova LifeStyle's President and Chairperson of the Board of Directors, stated, "We were honored to receive the Outstanding Import & Export Enterprise Award, which serves as an affirmation of our leading market position in China as a trendsetter in the home furnishing industry. We also achieved strong customer expansion through our participation in the 36th Edition of the China International Furniture Fair (Shanghai), and Nova LifeStyle has been presented every year since 2005. The Company's existing customers, including Home Centre in the Middle East and Nitori in Japan, selected a number of our modern living room solutions for development. In addition, we successfully expanded our customer base into new geographic territories, including orders from a large retail chain in South America. Overall, we believe that the growing global recognition of our brand is driving accelerated sales that we anticipate will materialize in late 2015 and throughout 2016."

According to HKCIEA, the Outstanding Import & Export Enterprise Award is a tribute to contributions made by companies that support the business operation and development of the import and export industry, and the Association aims to publicly acknowledge enterprises for support to the industry.

The 36th Edition of the China International Furniture Fair (Shanghai) was held in the National Exhibition and Convention Center in Shanghai from September 8-12, 2015, and more than 1,300 companies presented from more than 190 countries.

For more information regarding the 36th Edition of the China International Furniture Fair (Shanghai), please visit: <http://www.ciff-sh.com/en/ciffsh/index.html>

About The Hong Kong Chinese Importers' & Exporters' Association

The Hong Kong Chinese Importers' & Exporters' Association was founded by a patriotic business community in 1954. Since its founding HKCIEA has been committed to facilitating trade exchanges between its members and the Mainland, and has been gradually developing into a platform for its members to express opinions, collect various political and financial information so as to give back to society and to strengthen liaison with each other. HKCIEA is the bridge between the government and business sectors, releasing policy information to its members on the one hand, while conveying their views to relevant government departments on the other. HKCIEA makes every effort to assist the industry in understanding the change of government policies and the business environment, providing a reference for the development of enterprises. For more information regarding HKCIEA, please visit <http://www.hkciea.org.hk/>

About Nova LifeStyle

Nova LifeStyle, Inc., a NASDAQ Global Markets Exchange 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. Nova's products are made in the US, Europe, and Asia and include LifeStyle brands such as Diamond Sofa, Colorful World, Giorgio Mobili, Nova QwiK, and Bright Swallow International. Nova's products feature urban contemporary styles that integrate comfort and functionality incorporating upscale luxury designs appealing to LifeStyle-conscious middle and upper middle-income consumers in the U.S., China, Europe, and elsewhere in the world. To learn more about Nova LifeStyle, Inc., please visit our website at 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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