



NOVA LIFESTYLE NAMED AN EXCLUSIVE MODEL HOME SUPPLIER FOR I-KONGJIAN

Seeks to Capture Share in Internet-Based Home Improvement Market

LOS ANGELES, January 26, 2016 - Nova LifeStyle, Inc. (NASDAQ: NVFY) ("Nova LifeStyle" or the "Company"), a U.S.-based, innovative designer, manufacturer and distributor of modern LifeStyle furniture, has been named an exclusive model home supplier for I-Kongjian, one of the pioneering brands in web-based Chinese home improvement. I-Kongjian is offering turn-key home improvement solutions online, which are designed to bring a raw living space to a completely furnished state (at a cost of approximately ¥699/square meter).

Nova LifeStyle President Ms. Tawny Lam commented, "We are excited to be providing our home furnishing products as an exclusive model home supplier for I-Kongjian. New home owners looking for decoration solutions are now able to enjoy our products in major cities such as Jinan, Nanchang, Zhengzhou, Changsha, Hangzhou, Kunming, Huai'an, Guangzhou, Shenzhen and Beijing. We will be adding four more cities - Chongqing, Tianjin, Xi'an and Wuhan – in March 2016. Over the past several weeks we have signed new exclusive agreements in our primary sales channels in North America and China, and believe this will drive revenue growth in the first half of 2016."

About I-Kongjian Technology (Beijing) Co., Ltd

I-Kongjian Technology (Beijing) Co., Ltd., was founded by Mr. Chen Wei in 2014 and subsequently introduced "Xiao-Mi Style" decoration, becoming the first Internet home improvement company in China. As China's first Internet home improvement company, I-Kongjian focuses on its core concept of "standard, extreme, transparent", which integrates well-known brand suppliers and brings them online. The Company is committed to bringing transparency and standardized procedures to the home improvement and house decoration industry, allowing it to leverage its resources to provide and better serve younger demographics. I-Kongjian's subsidiaries are located in Beijing, Shanghai, Guangzhou, Shenzhen and

Chengdu with display centers within these major cities, thus allowing the company to accelerate its growth across China.

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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