



NOVA LIFESTYLE TO SHOWCASE ITS LATEST FURNITURE COLLECTION AT THE WINTER 2016 LAS VEGAS MARKET

Company Looks to Build on Strong Holiday Season



LOS ANGELES, January 12, 2016 - 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 that the Company will be debuting a new line of living room solutions and an expansion of its Stainless Steel Collection at the annual Las Vegas Market furniture show which takes place January 24th through January 28th.

Las Vegas Market is held twice a year, displaying the latest styles in home furnishings, décor, and gifts. The event offers a comprehensive experience for industry participants to stay abreast of the latest industry trends, all under one roof. This year's event is expected to garner increased attention following the 2015 holiday shopping season, which saw the home furnishings category post solid gains according to initial sales data.

According to a recent MasterCard SpendingPulse Report, "Americans spent more on items such as furniture during the holidays this year, with online shopping in particular seeing a big spike."ⁱ

Ms. Tawny Lam, Nova LifeStyle's President, stated, "We are looking forward to attending the Las Vegas Market once again. The 2015 holiday shopping season saw robust sales in the home furnishings category in North America, predominantly driven by increased adoption of online research for consumers looking for home furnishing solutions. North America is where our Company reports the predominant portion of its revenues, and we believe Nova LifeStyle's combination of innovative, appealing products enabled us to be well-positioned to capture our share of that activity. We have cultivated lasting business relationships past Las Vegas Market events, and are pleased to continue our partnership with the show in the years to come."

Nova LifeStyle to Debut New Line of Products

At Las Vegas Market, the Company will debut a new Annika Sofa and Loveseat, 20 new accent chairs, and is greatly expanding its Stainless Steel Collection, which has been tremendously popular throughout the past year.

Additionally, Nova LifeStyle will showcase new products and concepts such as the Contempo sectional, which features adjustable seating, arm rests, lighting and even built-in phone connectivity (Bluetooth and sound system) that adds value for buyers who appreciate such details in today's tech-oriented lifestyle. Also shown for the first time will be the new Gemma sectional with adjustable headrests, offering the right mix of style and value for its growing millennial customer base.

Mr. Charles Song, Director of Marketing at Nova LifeStyle, noted, "In 2015, we introduced a variety of new products which resonated well with customers, enabling Nova to end the year on a high note. At the event, we expect to build on this momentum through the introduction of a new line of upholstered beds, modern living room solutions, and stylish chairs, tables, and office products. We expect to build upon an increasing customer appetite for modern, customizable solutions."

Las Vegas Market Details

For more information regarding the Las Vegas Market event, please visit: <http://www.lasvegasmarket.com/>. Nova LifeStyle's showroom (under its Diamond Sofa brand) will be located in Building B; 7th Floor; Booth number B746. Any interested parties in arranging a private meeting with management can contact Charles Song, Director of Marketing, at marketing@diamondsofa.com.

Investors or analysts can contact Adam Prior at aprior@equityny.com. The Company will be posting pictures of the showroom and event throughout the week on its website at www.NovaLifeStyle.com.

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.

Company Contact:

Investor Relations

The Equity Group Inc.

In U.S.

Adam Prior, Senior Vice President

+1 (212) 836-9606

aprior@equityny.com

In China

Katherine Yao, Senior Associate

+86-10-6587-6435

kyao@equityny.com

ⁱ <http://www.dispatch.com/content/stories/business/2015/12/28/1228-furniture-shopping-online-sales-surge-over-holidays.html>