



Nova LifeStyle to Launch Mid-Century Furniture Collection at the Summer 2015 Las Vegas Market Trade Show

LOS ANGELES, July 30, 2015 -- 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 displaying a new line of modern life style furniture products featuring Mid-Century Collection with Stainless Steel at the Summer 2015 Las Vegas Market trade show during August 2 - 6, 2015 (www.lasvegasmarket.com).

The Company will present an expansive collection of modern LifeStyle furniture under its popular "Diamond Sofa" brand at the B-0746 showroom at the market. Diamond Sofa will be premiering over 40 brand new designs while simultaneously launching a new product catalog at the show.

Nova LifeStyle also expects to host members of the financial community at its product launch, including its financial adviser China Everbright Securities International Ltd. and affiliated investors.

Tawny Lam, President of Nova LifeStyle stated, "Nova Lifestyle is excited to introduce our new line of products to buyers in response to the latest trends in the furniture industry. The Las Vegas Market is the most recognized platform for the furniture industry in the United States. This year's show is focused on cutting edge furniture designs with retro feel and comfort. Nova's product highlights will include stainless steel collection, new euro styled bed with lighting features and new on trend sectionals that blend comfort, value and versatility. Nova's rapidly expanding product lines provide our worldwide customer base with superior quality and customized options that specifically address each of our target markets with a wide variety of price and style options."

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

For more information on Nova LifeStyle products and brands please visit <http://www.novalifestyle.com> or <http://www.diamondsofa.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 or download the NVFY IRapp from the investor page.

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