

**FOR IMMEDIATE RELEASE**

**JLM COUTURE ANNOUNCES ITS NEW “CASUAL-ELEGANT” WEDDING GOWN COLLECTION,**

**BLUSH By JLM**

NEW YORK, NY November 3, 2009 – JLM Couture today announced the premier of its new *Blush* collection of wedding gowns. The style of *Blush* is best defined as one that exemplifies a look of “casual elegance.” Joseph L. Murphy, president and chief executive officer, said the new collection is appropriate for a dressy, but more casual wedding environment, as well as for more traditional religious settings. Mr. Murphy said *Blush* is U.S manufactured and is designed by JLM’s award-winning Jim Hjelm designer, Francesca Pitera.

“*Blush* embodies a unique modern feel,” said Ms. Pitera. “It imparts a special, soft beauty that takes elements from more elaborate gowns and simplifies them.” She said the gowns have a soft, flowy essence, creating an illusion of quiet glamour more in touch with nature. “These gowns have a sensual, fashion forward quality,” said Ms. Pitera, “that give the bride a unique sense of presence. It’s a look not currently addressed in the market place.”

Mr. Murphy said he expects the majority of the ten piece collection will retail between \$1,400 and \$1,800.

**JLM COUTURE**

JLM Couture exists to dress brides and bridesmaids with grace and to bring glamour to each and every wedding. Engaged in the design, manufacture and distribution of bridal gowns and bridesmaids gowns, the company’s collections include: Alvina Valenta, Jim Hjelm, Lazaro, and Tara Keely. JLM Couture is publicly traded in the pink sheets under the symbol JLMC.

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*Blush*  
BY JLM