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FOR IMMEDIATE RELEASE



**JLM COUTURE ANNOUNCES LAZARO AS NEW HEAD
DESIGNER OF TARA KEELY COLLECTION**

NEW YORK, NY February 1, 2010 – JLM Couture announced today it has named its award winning Lazaro Perez as head designer of Tara Keely, the company’s mid-priced bridal gown collection. The company said Mr. Perez will, of course, continue his duties as head designer of the upscale Lazaro bridal collection. Joseph L. Murphy, president and CEO, said the move “enables JLM to dedicate more of its top-flight design talent to the creation of more moderately-priced bridal collections.”

Lazaro Perez said he was enthusiastic about the opportunity: “On my travels to trunk shows I meet brides who would love to be able to afford the styling of the Lazaro collection, but don’t have the resources for these gowns. Now I can offer elements of Lazaro styling to a more budget-conscious bride.”

Recently, the company launched Blush, a mid-priced “casual elegance” collection of bridal gowns, designed by its Jim Hjelm designer Francesca Pitara.

JLM COUTURE

JLM Couture is engaged in the design, manufacture and distribution of bridal and bridesmaids gowns. The company’s collections include Alvina Valenta, Blush, Jim Hjelm, Jim Hjelm Occasions, Lazaro, and Tara Keely. JLM Couture is publicly traded over-the-counter under the symbol JLMC.

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