



FOR IMMEDIATE RELEASE
October 5th, 2012

JLM Couture to Commemorate their 25th Anniversary of Bridal Design with a Special Celebration and Theatrical Runway Show during 2012 Bridal Market

New York, NY — October 5th, 2012 — JLM Couture, Inc (OTC Market: JLMC), a leading design house of luxury wedding apparel, will be celebrating their milestone 25th Anniversary at the Spring Bridal Market in New York City. On October 12th JLM Couture will take over famed ballet studio Cedar Lake, transforming it into a decadent and theatrical celebration and runway show experience. JLM Couture and its masterful designers Lazaro, Francesca Pitera for Jim Hjelm, Jessica Williams for Alvina Valenta, and Hayley Paige will be showcasing their new Spring 2013 collections.

Joseph L. Murphy, JLM Couture's president and chief executive states: "The time has gone by fast; our success has been built on the efforts of a lot of great people and loyal support from our stores. I believe that we are on the verge of a new era in bridal design, which will serve our brides like never before."

To further celebrate the companies 25 years of bridal fashion JLM will not only be giving away two (2) tickets to Friday evenings event, but will be tweeting live photos from the runway show. Please be sure to follow on Twitter @JLM_Couture for all the latest and most up to date information.

FOR PRESS AND OTHER INQUIRIES PLEASE CONTACT ERIN AX AT ERIN@JLMCINC.COM OR 212.764.6960

About JLM Couture, Inc

JLM Couture, Inc is a multi-label bridal house engaged in the design, manufacture, and distribution of bridal, bridesmaid, and special occasion gowns. The company's bridal gown collections are Lazaro, Jim Hjelm, Alvina Valenta, Hayley Paige, Jim Hjelm Blush, and Tara Keely. The bridesmaid and special occasions collections are Alvina Valenta Bridesmaids, Jim Hjelm Occasions, and Noir by Lazaro. JLM Couture is traded over the counter. JLM products are distributed in approximately 600 retail stores throughout the United States and approximately 200 stores internationally. For more information, please visit www.jlmcouture.com