

NY- October 8, 2014

NOUVEAU HOLDINGS, LTD. COMPLETES ACQUISITION OF AMERICA'S FINANCIAL NETWORK, INC.

On September 30, 2014, Nouveau Holdings, Ltd. (NHLI:OTC Markets) (hereinafter, "NHLI" or the "Company") completed the acquisition of America's Financial Network, Inc. ("AFN").

America's Financial Network, Inc. (AFN) was established in December 2002, as a company offering life and annuity products and as an independent marketing organization focusing predominantly on personal and business insurance lines. Since its inception, AFN has developed and acquired American Teachers Retirement Services ("ATRS"), as a subsidiary company. ATRS offers the various educators' market retirement products, as well as, general financial planning.

AFN has also developed and sold group insurance products and successfully expanded its life insurance business nationally. Most recently, AFN has made headway into the higher end market offering life insurance and financial consultation to the upper end of the medical professionals. AFN has been successful expanding its consultation business throughout several other industries. AFN aligned with other entities to further enhance its growth. These entities brought an assortment of financial products focusing on business development through creating win-win partnerships offering business fundability assistance, mortgage services, real estate services, marketing expertise and retirement/financial planning. Through these coordinated efforts, AFN has been experiencing a surge of new business opportunities which further enable growth.

For the period ending December 2013, AFN had Total Gross Sales of \$15,776,000 and a positive net income, and has shown significant growth over the past few years.

AFN has also become a sponsor for the Smiles Charity of McKinney, Meals on Wheels of Collin County and numerous McKinney ISD student events throughout the school year. AFN is incorporated in the State of Texas and has its principal corporate offices at McKinney, Texas.

This press release may contain forward looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. NHLI has tried to identify, whenever possible, these forward looking statements by the use of words such as "anticipates", "believes", "estimates", "expects", "plans", "intends", "potential", and similar expressions. NHLI believes these statements reflect the belief of management and are based upon information currently available. Accordingly, such forward looking statements may involve unknown risks, uncertainties and other factors which could cause actual results, performance or completion of NHLI's business to differ materially from those expressed in or implied by such statements. NHLI undertakes no obligation to update or advise in the event of any change, addition, or modification to the information stated in this press release including such forward looking statements.