



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH SYNCLAIRE BRANDS

NEW YORK, Feb. 6, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Synclaire Brands. This agreement will give Synclaire Brands the license to manufacture and distribute children's footwear for the Isaac Mizrahi New York brand. The collection will be available at retail in Fall 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc., said, "I am very excited to partner with Synclaire on this great line of children's footwear. This additional category complements our children's clothing collection. The Isaac Mizrahi brand brings an exciting point of view to children's accessories."

Evan Cagner, President, Synclaire Brands, said, "We are thrilled to be working with Xcel Brands and Isaac Mizrahi on this new line of children's footwear. The line will capture the designer's iconic colorful aesthetic."

Xcel Brands, Inc. engages in the acquisition, design, licensing and marketing of consumer brands incorporating an OMNICHANNEL sales strategy inclusive of interactive media, digital and bricks and mortar retail. In 2011, the company acquired designer apparel brand Isaac Mizrahi New York and an interest in Liz Claiborne New York, quickly expanding into 100+ categories for the Isaac Mizrahi brand. The company's executive management team possesses significant talent, experience and a proven track record of success to create and grow branded consumer products businesses. www.xcelbrands.com.

Isaac Mizrahi has been a leader in the fashion industry for almost 30 years. Since his first collection in 1987, Mr. Mizrahi's designs have come to stand for timeless, cosmopolitan style. He has been awarded four CFDA awards, including a special award in 1996 for the groundbreaking documentary "Unzipped." Currently, Mr. Mizrahi is launching the Isaac Mizrahi New York and Isaac Mizrahi Jeans collections, available at brick and mortar retailers in Fall 2012 and Spring 2013. Previously, in December 2009, Mr. Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHLIVE! on QVC. In addition, television audiences have come to value Isaac's media presence through his roles on "Project Runway All Stars" for Lifetime, "The Fashion Show" for Bravo and his own series for both Oxygen and the Style Network. www.isaacmizrahiny.com

The Isaac Mizrahi New York logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=14855>

Synclaire Brands is a New York-based branded sales and marketing organization under global footwear and accessory manufacturer BCNY International, Inc, run by CEO Bruce Cagner and President Evan Cagner. The company markets a variety of goods under owned

and licensed brands including Michael Kors, Stuart Weitzman, Cole Haan, Tommy Hilfiger, Enzo, Naartjie Kids, LaylaJoy, Paris Blues, Garanimals, Soles4Souls, Barefoot Walking, RacerTreadz (NASCAR and Goodyear Racing) and FootzyFolds.

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