



Differentiate By Design

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## XCEL BRANDS INC. BEGINS TRADING ON OTCQX(R)

NEW YORK, Feb. 6, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQX:XELB), a leader and innovator in Omnichannel retail sales and owner of the Isaac Mizrahi designer apparel brands, today announced that its common stock will begin trading on OTCQX®, the qualified OTC marketplace with the highest financial standards and third-party sponsorship.

Xcel Brands will begin trading today on OTCQX U.S., a segment of the OTCQX marketplace reserved for high-quality U.S. companies that meet financial standards and provide timely news and disclosure to investors. Investors can find current financial disclosure and Real-Time Level 2 quotes for the company on [www.otcmarkets.com](http://www.otcmarkets.com).

"We are proud to join OTCQX, the highest OTC marketplace," said Robert D'Loren, Chairman and Chief Executive Officer of Xcel Brands. "We are committed to providing our U.S. investors with timely news and information to help them better analyze, value and trade our securities."

"We are pleased Xcel Brands has chosen to trade on OTCQX," said R. Cromwell Coulson, President of OTC Markets Group. "Companies trading on OTCQX demonstrate their commitment to providing superior information to investors and maintaining the highest quality standards."

Brean Capital, LLC will serve as Xcel Brands' Designated Advisor for Disclosure ("DAD") on OTCQX, responsible for providing professional guidance on OTCQX requirements.

### About Xcel Brands, Inc.

Xcel Brands 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](http://www.xcelbrands.com)

Xcel Brands trades in the U.S. on OTCQX under the symbol "XELB."

### About OTC Markets Group Inc.

OTC Markets Group Inc. (OTCQX:OTCM) operates Open, Transparent and Connected financial marketplaces for 10,000 U.S. and global securities. Through our OTC Link® ATS, we directly link a diverse network of broker-dealers that provide liquidity and execution

services for a wide spectrum of securities. We organize these securities into marketplaces to better inform investors of opportunities and risks — OTCQX® - The Intelligent Marketplace for the Best OTC Companies; OTCQB® - The Venture Marketplace; and OTC Pink® - The Open Marketplace. Our data-driven platform enables investors to easily trade through the broker of their choice at the best possible price and empowers a broad range of companies to improve the quality and availability of information for their investors. To learn more about how we create better informed and more efficient financial marketplaces, visit [www.otcmarkets.com](http://www.otcmarkets.com).

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