



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH AMERICAN EXCHANGE APPAREL GROUP

NEW YORK, March 5, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with American Exchange Apparel Group. This agreement will give American Exchange Apparel the license to manufacture and distribute boy's tailored apparel for the Isaac Mizrahi New York brand. The collection will consist of boy's suits, tuxedos, blazers, dress shirts, dress pants and ties ranging from infants up to size 20. The line 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 American Exchange Apparel to launch boy's tailored apparel in Fall 2013. This is a great addition to our growing children's business."

Joey Allaham, Vice President, American Exchange Apparel Group, said, "I am delighted to partner with Xcel Brands and Isaac Mizrahi to launch this very exciting line of boy's tailored wear. I look forward to bringing Isaac's inspirational designs to this category."

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, ISAACMIZRAHILIVE! 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>

American Exchange Apparel Group is a leading designer, manufacturer and importer of children's clothing ranging from new born to size 20. With world-wide supply capabilities, the company distributes its products on six continents, with retailers ranging from mass market to specialty boutiques. The company is committed to providing the highest quality of garments at the best value possible.

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