



Differentiate By Design

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## XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH SIGNAL BRANDS

NEW YORK, March 6, 2014 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Signal Brands. This agreement will give Signal Brands the license to manufacture and distribute suitcases, carry-on items and travel accessories under the Isaac Mizrahi New York label. The collection will debut at The Travel Goods Show in March 2014.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to partner with Signal Brands on this line of travel goods. This license is a great addition to our growing business."

"Isaac Mizrahi is more than a fashion icon; he's a lifestyle brand. Isaac's personality and legendary aesthetic has legions of customers dedicated to his signature designs," says Jason Rimokh, President of Signal Brands. "He has a singular DNA that we know will translate seamlessly into the travel 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](http://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." Recently, Mr. Mizrahi launched the Isaac Mizrahi New York collection, available at better retailers nationwide. 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.isaacmizrahi.com](http://www.isaacmizrahi.com)

Signal Brands, LLC is a global leader in the design, manufacture, distribution and sales of licensed fashion women's handbags, small leather goods and luggage. Signal Brands is a vertically integrated organization paying constant attention to research and development, design innovation and the adaption to market changes. Tailored focuses on customer satisfaction are important objectives of the wholesale and retail distribution for each brand.

The philosophy of Signal Brands is to champion long-term partnerships through a comprehensive licensing experience - from inspiration, concept and design to production, sales and marketing. [www.signalbrands.com](http://www.signalbrands.com)

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