



Differentiate By Design

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## XCEL BRANDS, INC. ANNOUNCES OUTERWEAR LICENSE WITH FLEET STREET

NEW YORK, April 11, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Fleet Street. This agreement will give Fleet Street the license to manufacture and distribute women and children's outerwear under the Isaac Mizrahi New York brand. The collection will be available at retail in Fall 2012.

Isaac Mizrahi Outerwear will incorporate all classifications of coats and jackets. The silhouettes will be timeless, classic and elegant, yet modern and trend-right. They will incorporate Isaac's signature use of vibrant color and logo hardware detailing.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to be in business with Fleet Street to launch our Fall 2012 outerwear collections. This license is a great addition to our growing brand."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "Coats are my favorite! A woman really bonds with her coats each season whether it's a winter coat that she wears every day or a spring raincoat or jacket. I've innovated and contributed so much to outerwear and now I'm looking forward to creating a strong position in the marketplace."

Manny Haber, President of Fleet Street, Ltd., said, "We are just thrilled to be teaming up with Isaac and Bob's most talented team at Xcel. Our reputation for innovation, fit, and quality combined with Isaac's vision of timeless fashion will produce beautiful outerwear for today's customer."

Xcel Brands, Inc. ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. Xcel is leading the Omni Channel retail sales strategy across three channels of distribution including interactive media, online and brick and mortar retailers. In 2011, Xcel acquired designer apparel brand Isaac Mizrahi New York. Xcel's management team consists of executives with significant experience in creating and growing businesses in the branded consumer products industry and has a proven track record for successfully completing multiple similar acquisitions. Xcel will seek to acquire brands that it can utilize in an Omni Channel retail sales strategy with a focus on identifying designers or celebrities with personalities that connect directly with consumers through social and other media. [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." In December 2009, Mr. Mizrahi launched his 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](http://www.isaacmizrahiny.com)

Fleet Street was founded in 1964 and has grown into one of America's largest outerwear resources. Initially established as a rainwear resource, the company has continually evolved into one of the most diversified suppliers in the field. Today, Fleet Street provides a comprehensive range of outerwear products to an equally expanding roster of clients ranging from exclusive specialty stores to America's largest store groups. From the start, Fleet Street put a premium on innovation that added value to its products. Equally important to the firm's growth is its reputation for quality. Three generations of American women have learned to trust Fleet Street for a coat that fits well and wears comfortably, while retailers have come to depend upon the company for coats that sell year after year.

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