



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH J & G TRYBUS CORPORATION

NEW YORK, Aug. 19, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with J & G Trybus Corporation. This agreement will give J & G Trybus Corporation the license to manufacture and distribute men's tailored clothing Isaac Mizrahi New York brand. The collection will be available at better department stores in Fall 2014.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc., said, "I am very excited to partner with Trybus for men's tailored clothing. This is a wonderful opportunity for Xcel and the Isaac Mizrahi New York brand."

Gary Trybus, President and original founder of the Trybus Group, said, "We are excited to be one of the key partners in menswear with Xcel. The Isaac Mizrahi New York brand is a great complement to our current brands and distribution. Xcel has done an incredible job with Isaac Mizrahi New York making it a brand that is well known for fresh innovation and timeless style. The tailored clothing line will be focused on high quality with a superb fit at an extraordinary value. We look forward to partnering with Xcel in making Isaac Mizrahi New York one of the world's premier men's brands."

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." Recently, Mr. Mizrahi launched the Isaac Mizrahi New York and Isaac Mizrahi Jeans collections, available at brick and mortar retailers. 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

Trybus Group is a privately held company specializing in the design, marketing and selling of finely tailored menswear. Based in Dallas Texas with offices in New York and Asia, Trybus's expertise is to provide high quality, high value product to the finest specialty and department stores in the country under a collection of branded and private label tailored clothing. Our commitment to Quality, innovation, and value has served our customers for over 40years.

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