



## NexCen Brands' Robert W. D'Loren Named 'Dealmaker of the Year'

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### President & CEO Recognized by Executive Council's "Academy Awards of New York Business"

NEW YORK, NY--([Marketwire](#) - November 6, 2007) - NexCen Brands, Inc. (NASDAQ: NEXC) ("NexCen") announced today that its President and CEO, Robert W. D'Loren, has been named 'Dealmaker of the Year' by the Executive Council of New York through the organization's New York Ten Award program -- the "Academy Awards of New York Business." Robert W. D'Loren accepted his award last night at the Ten Awards gala at Cipriani Wall Street, where he was recognized for his vision to and innovation in brand acquisition and management.

"It is truly an honor to be recognized for my contributions to the New York business community by an esteemed organization like the Executive Council. It's gratifying to be in the company of other leaders who work diligently to elevate their business sectors," commented Robert W. D'Loren, President & CEO, NexCen Brands, Inc. "NexCen's growth over the past year can be attributed to the talent and diligence of the entire NexCen team and I share this honor with them. At the heart of all that we do is our desire to build value for our shareholders, licensees, franchise owners and others who have invested in our brands."

The Executive Council of New York selected D'Loren as 'Dealmaker of the Year' from hundreds of entrants. Other finalists for the award included AJ Agarwal of The Blackstone Group and Fred Wilson of Union Square Ventures.

In the current business climate of diminishing credit and trepidation regarding available capital, D'Loren has utilized innovative financing techniques, most notably IP-backed bonds, to maintain NexCen's aggressive acquisition strategy. Since August of 2006, NexCen has acquired its full current portfolio of brands including: The Athlete's Foot®, Bill Blass®, Maggie Moo's®, Marble Slab Creamery®, Waverly® home products and most recently, Pretzel Time® and Pretzelmaker®.

Taking what has been traditionally a private equity model public, NexCen infuses its brands with working capital and management expertise. Assets are effectively leveraged over the company's operating verticals (franchises,

consumer branded products and quick service restaurants) to build value for shareholders. NexCen Brands was founded June, 2006. Today, NexCen's brands generate in excess of \$ 1.0 billion in retail sales and operate in excess of 1,500 franchised stores in over 50 countries.

Mr. D'Loren, a resident of Long Island, has over 25 years of experience in finance and IP-centric businesses, including consumer branded products, media and entertainment, real estate, mortgage and asset-backed transactions. He is the former President and CEO of UCC Capital.

About The Ten Awards and The Executive Council ([www.execcouncil.org](http://www.execcouncil.org))

The "Academy Awards of New York Business," the New York Ten Awards is an annual selection of ten companies and individuals in the greater New York business community that display extraordinary leadership and innovation to improve their business -- whether it is financial services, information technology, media, healthcare, publishing, telecom or retail. The goal of the event is to act as an annual milestone highlighting the achievements of New York's business community and the city.

The Executive Council is New York's most dynamic, innovative forum for senior executives, their advisors and capital markets professionals to network in a highly collaborative and stimulating environment. Through its member base of 3,500 New York metro business leaders, the organization has built a reputation for highly acclaimed conferences, executive education programs and member-hosted gatherings that focus on critical business and leadership issues at the forefront of corporate America today.

**About NexCen Brands, Inc.** (NASDAQ: NEXC) ([www.nexcenbrands.com](http://www.nexcenbrands.com))

NexCen Brands, Inc. is the premier 21st century vertically integrated global brand acquisition and management company focused on assembling a diversified portfolio of intellectual property-centric companies operating in the consumer branded products and franchise industries. The Company owns, licenses, franchises and markets a growing portfolio of consumer and franchise brands including The Athlete's Foot®, Bill Blass®, MaggieMoo's®, Marble Slab Creamery®, Pretzel Time®, and Pretzelmaker® and Waverly®. The Company licenses and franchises its brands to a network of leading retailers, manufacturers and franchisees that includes every major segment of retail distribution from the luxury market to the mass market in the U.S. and in over 50 countries around the world, and consists of more than 1,500 franchised stores. NexCen, through its information technology, franchisee support systems and advertising, marketing and public relations team, markets its brands to continually drive greater consumer awareness and brand equity for each of its brands. NexCen touches nearly every aspect of a consumer's lifestyle from the food they eat to the furnishings in their homes and the clothes and footwear they purchase.

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Parent company of The Athlete's Foot, Maggie Moo, and Marble Slab.

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*In Loving Memory Of Timothy Gardner (1987-2014)*