



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES MEN'S FURNISHING LICENSING DEAL WITH BURMA BIBAS

NEW YORK, Dec. 16, 2011 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Burma Bibas. This agreement will give Burma Bibas the license to manufacture and distribute dress shirts and neckwear for the Isaac Mizrahi New York brand.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to be in business with Burma Bibas to launch our Fall 2012 dress shirt and neckwear collections. This license marks the launch of our men's business."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "I am delighted to be designing men's furnishings. I feel it's the right time and opportunity to get into the men's business, which I'm so passionate about. It's a great new partnership."

Arthur Klaus, CMO, said, "All of us at Burma Bibas are very excited to be associated with Xcel and the Isaac Mizrahi brand. Isaac is such a talent and his credentials speak volumes. His unique presence will allow us to reach consumers of all genres, which in today's marketplace are very important."

Xcel Brands, Inc. ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. 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 a proven track record for successfully completing multiple similar acquisitions. Xcel will seek to acquire brands that it can utilize in a multi-channel distribution strategy (bricks and mortar, internet retailers and interactive media) with a focus on identifying designers or celebrities with personalities that connect directly with consumers through social and other media.

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.

Founded in 1926 by Samuel Klaus, Burma Bibas is one of America's oldest family operated menswear companies. Manufacturing men's dress shirts, neckwear and sportswear, Burma has a large array of labels and distribution and covers all channels. Still hand painting its

own artwork in house, it is said that the company has one of the largest men's archive collections of original artwork and designs dating back to the 1920's.

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