



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH JERRY LEIGH

NEW YORK, Jan. 3, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Jerry Leigh. This agreement will give Jerry Leigh the license to manufacture and distribute girls' apparel for the Isaac Mizrahi New York brand. The collection will be available at retail in Fall 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to partner with Jerry Leigh to launch girls' apparel in Fall 2013. We anticipate that we will execute additional licenses in the children's category to fully complement our children's collection. The Isaac Mizrahi brand brings an exciting point of view to children's apparel and accessories."

Andrew Leigh, President, Jerry Leigh, said, "I am thrilled to be working with Xcel Brands and Isaac Mizrahi to launch girls' 4-16 apparel. I am excited to bring Isaac's creative talents to the marketplace."

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." Currently, Mr. Mizrahi is launching the Isaac Mizrahi New York and Isaac Mizrahi Jeans collections, available at brick and mortar retailers in Fall 2012 and Spring 2013. Previously, in December 2009, Mr. Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHLIVE! 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

The Isaac Mizrahi New York logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=14855>

Jerry Leigh, established in 1962, is a family-owned clothing designer, manufacturer, and brand management company with a philosophy of designing fashion that reflects consumer's lifestyles, utilizing a wide range of brands and licenses. With over 1000 employees

worldwide, Jerry Leigh distributes to retailers at all tiers of distribution, from boutiques to mass market, and manufacturers apparel for everyone, from toddlers to adults. For more on Jerry Leigh, please www.jerryleigh.com.

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