



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES INTIMATES LICENSING DEAL WITH INTERNATIONAL INTIMATES INC.

NEW YORK, Jan. 20, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with International Intimates Inc. This agreement will give International Intimates the license to develop, manufacture and distribute intimate apparel, sleepwear and shapewear for the Isaac Mizrahi New York brand. The collection will debut at retail in Spring 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to partner with International Intimates to launch our Spring 2013 intimate apparel collection. This license marks the beginning of an exciting collaboration."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "Clothes are nothing without underclothes. I take this category extremely seriously. The first step in a woman's wardrobe is her intimates, brassieres and sleepwear. She doesn't make a move without those pieces."

René Rofé, President & Chief Executive Officer of International Intimates, Inc., said, "We are very excited about our partnership with Isaac Mizrahi and his team at Xcel. I'm confident we will successfully interpret Isaac's looks into meaningful and solution-driven collections of intimate apparel, sleepwear & shapewear."

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.

International Intimates Inc. designs, sources, and markets a wide range of intimate apparel products including bras, panties, shapewear and sleepwear. The Company sells its products through multiple channels of distribution primarily under its René Rofé Lingerie, sophie b., and F.I.T. brands. In addition, the company manufactures products under private label for leading retailers throughout the U.S. as well as for national brands.

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