



Differentiate By Design

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## XCEL BRANDS, INC. ANNOUNCES LIFESTYLE ACCESSORIES LICENSING DEAL WITH COSMODA CORPORATION

NEW YORK, March 14, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Cosmoda Corporation. This agreement will give Cosmoda the license to manufacture and distribute fashionable insulated lunch and tote bags, shopping totes, diaper bags, light travel bags and related accessories, as well as water bottles and hydration products. This category is set to launch in Spring 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to be in business with Cosmoda. This license is a great addition to our growing brand."

Andrew Menceles, President, Cosmoda Corporation says, "We are so pleased to be working together with Isaac Mizrahi and Bob D'Loren and his dedicated team at Xcel Brands to develop timeless, stylish and exciting new lifestyle accessories under the iconic Isaac Mizrahi label."

Xcel Brands, Inc. ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. Xcel is leading the Omni Channel sales strategy across three channels of distribution including interactive media, online and brick and mortar retailers. 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 has a proven track record for successfully completing multiple similar acquisitions. Xcel will seek to acquire brands that it can utilize in an Omni Channel sales strategy with a focus on identifying designers or celebrities with personalities that connect directly with consumers through social and other media. [www.xcelbrands.com](http://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." 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.isaacmizrahiny.com](http://www.isaacmizrahiny.com)

Cosmoda Corporation, based in Toronto and Hong Kong, has specialized in the design, manufacturing, marketing and distribution of trend-driven lifestyle accessories since 1975. Cosmoda's fashionable and uniquely designed products are distributed in the USA, Canada and internationally. [www.cosmoda.com](http://www.cosmoda.com)

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