



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES PAPER GOODS LICENSING DEAL WITH HUHTAMAKI, INC.

NEW YORK, March 14, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Huhtamaki, Inc. This agreement will give Huhtamaki the license to manufacture and distribute paper goods under the Isaac Mizrahi name and will be available at retail in Summer 2012.

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

Paul Huckins, Vice President of Retail, Huhtamaki, Inc. said, "We are very excited to partner with Xcel Brands and Isaac Mizrahi. We believe this partnership will create a unique and stylish entertainment option for today's consumer."

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.

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

Huhtamaki North America is a leading manufacturer of consumer goods packaging as well as tableware, cups, folding cartons, containers, carriers, trays and serviceware for the foodservice industry and retail markets. Our product portfolio includes Chinet®, the leading brand of premium tableware. Huhtamaki North America employs approximately

3,500 people in 14 manufacturing units. The parent company, Huhtamäki Oyj, has its head office in Espoo, Finland and its shares are quoted on the NASDAQ OMX Helsinki Ltd. Additional information is available at www.us.huhtamaki.com

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