



Differentiate By Design

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## XCEL BRANDS, INC. & KLEINFELD MANHATTAN ANNOUNCE BRIDAL LICENSE ISAAC MIZRAHI EXCLUSIVELY FOR KLEINFELD

NEW YORK, April 11, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) and Kleinfeld are proud to announce the launch of Isaac Mizrahi New York exclusively for Kleinfeld. This exclusive bridal collection will debut on the runway at Kleinfeld on April 18<sup>th</sup>. The collection will be available in-store the following day.

Isaac Mizrahi's bridal collection will feature 18 gowns ranging from unique ball gowns to modern sheaths. Retail prices will range from \$2500 - \$6000. Satin, charmeuse and taffeta gowns will be accented by blush colored lace, grosgrain ribbon, and gingham patterned silk.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to partner with Kleinfeld to launch our exclusive Isaac Mizrahi New York bridal collection. Kleinfeld is an industry leader in the bridal business, reaching over four million brides per year."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "The first dress I ever did for my own label was a wedding dress. I have a special place in my heart for brides. My collection for Kleinfeld will bring something singular and special to the market; a youthful elegant style that has been my hallmark since day one."

Mara Urshel, Kleinfeld co-owner said, "We are looking forward to our exclusive relationship with Isaac and launching this fashion forward yet romantic bridal line."

Xcel Brands, Inc. ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. Xcel is leading the Omni Channel retail 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 retail 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 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)

Kleinfeld Manhattan was founded in 1941, the legendary Kleinfeld has long been known for carrying the largest selection of exclusive designer wedding gowns anywhere. In recent years, Kleinfeld has experienced significant growth under the leadership of Mara Urshel, Ronald Rothstein and Wayne Rogers of M\*A\*S\*H fame. Kleinfeld's 35,000 square foot Manhattan Flagship salon services 17,000 brides a year and includes 220 bridal consultants, fitters, seamstresses, beading specialists and couture pressers who work to make each bride feel like the only bride. Kleinfeld Manhattan is located at 110 West 20<sup>th</sup> Street, NY, NY 10011. By appointment only. [www.kleinfeldbridal.com](http://www.kleinfeldbridal.com)

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