



Differentiate By Design

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

NEW YORK, July 9, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Kennedy International. This agreement gives Kennedy International the license to manufacture and distribute storage and organizational products under the Isaac Mizrahi New York brand. The products will be available at retail in Spring 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc., said, "I am very excited to partner with Kennedy International, this license is a great addition to our home business."

Ralph Nasar, Licensing and Marketing Director, Kennedy International, Inc., said, "We are all very excited to work with Xcel Brands and Isaac Mizrahi on the launch of this collection. The products will bring Isaac Mizrahi's iconic design and style to the marketplace."

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

Kennedy International, Inc. was founded in 1996 and has been a leading manufacturer of quality home furnishings. Headquartered in Dayton, N.J, with two showrooms, one in Dayton N.J and the other in New York City, Kennedy offers many great products for homes and offices including storage and organization, laundry, bath, kitchen and home decor. Kennedy carries their in-house label as well as many leading brands in home products.

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