



## Xcel Brands, Inc. Announces Headwear Licensing Deal With Dorfman Pacific

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NEW YORK, July 25, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Dorfman Pacific. This agreement will give Dorfman Pacific the license to manufacture and distribute fashionable headwear designs for the Isaac Mizrahi New York brand.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc., said, "I am very excited to partner with Dorman to launch our hat collection. This license is a great addition to our accessories business."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc., said, "One of the most fun things for a woman to buy is a hat. It not only adds to the look but it frames her face and gives distinction to the clothes she wears. It's the ultimate accessory."

Douglas Highsmith, President and Chief Executive Officer, Dorfman Pacific, said, "We are delighted to partner with Xcel Brands and Isaac Mizrahi. The Isaac Mizrahi name signifies fashion and quality, while Dorfman Pacific is synonymous with headwear; the new launch should prove to be amazingly successful for both parties."

**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)

**Dorfman Pacific** has been a leader in the headwear industry for over 90 years with a commitment to quality and ever-improving service. With more than 20 licensed and acquired brands including the house brand, Scala™, Dorfman is the largest, most comprehensive in-stock headwear company in the world, selling men's, women's and children's headwear and accessories to retailers across the globe. The company offers the newest trends, traditional classics and incorporates all key materials for every season and occasion.

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