



Differentiate By Design

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## XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH FURNITURE BRANDS INTERNATIONAL

NEW YORK, Aug. 1, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Furniture Brands International. This agreement will give Furniture Brands International the license to manufacture home furniture and distribute the Home Isaac Mizrahi label. The collection will be available in 100 Thomasville stores and at better department stores in Spring 2014.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to partner with Furniture Brands and its Thomasville division on this home collection. This license is a cornerstone to our growing home business."

Kathy Veltri, President, Thomasville Furniture, said, "We are thrilled to collaborate with Xcel Brands and its Isaac Mizrahi brand. This collection will bring a colorful yet classic home presentation to the marketplace. We cannot wait to reveal the collection in Spring 2014."

Xcel Brands, Inc. engages in the acquisition, design, licensing and marketing of consumer brands incorporating an OMNICHANNEL sales strategy inclusive of interactive media, digital and bricks and mortar retail. In 2011, the company acquired designer apparel brand Isaac Mizrahi New York and an interest in Liz Claiborne New York, quickly expanding into 100+ categories for the Isaac Mizrahi brand. The company's executive management team possesses significant talent, experience and a proven track record of success to create and grow branded consumer products businesses. [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." Recently, Mr. Mizrahi launched the Isaac Mizrahi New York and Isaac Mizrahi Jeans collections, available at brick and mortar retailers. Previously, 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.isaacmizrahi.com](http://www.isaacmizrahi.com)

Furniture Brands International (NYSE:FBN) is a world leader in designing, manufacturing, sourcing and retailing home furnishings. Furniture Brands markets products through a wide range of channels, including company owned Thomasville retail stores and through interior designers, multi-line/independent retailers and mass merchant stores. Furniture Brands serves its customers through some of the best-known and most respected brands in the

furniture industry, including Thomasville, Broyhill, Lane, Drexel Heritage, Henredon, Pearson, Hickory Chair, Lane Venture, Maitland-Smith and LaBarge.

[www.furniturebrands.com](http://www.furniturebrands.com)

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