



Differentiate By Design

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XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH EZRASONS, INC.

NEW YORK, Aug. 19, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Gin & Tonic, LLC, a division of Ezrasons, Inc. This agreement will give Ezrasons the license to manufacture and distribute women's athletic and performance wear for the Isaac Mizrahi Sport brand and men's underwear. The collection will be available 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 Ezrasons in the active category."

Ezra Jack Cattan, Gin & Tonic, said, "I am looking forward to partnering with Xcel Brands and Isaac Mizrahi on this innovative collection. Each garment will have colorful trims and details while maintaining performance properties. The unique and fresh designs will set this apart in the marketplace."

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

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

Ezrasons, Inc., established in 1954 manufactures fine fabrics and garments. In the spirit of tradition, they maintain a design library of fabrics dating back to the 1920's which are used for inspiration and style. The creative team brings new ideas and the latest trends to market. Ezrasons is committed to providing, reliability, quality, creativity and service to

their customers. Their product range includes Sports Apparel, underwear, loungewear, sleepwear, and socks. Concentrating on National Brands, their Balanced Tech division is a licensee for New Balance Performance underwear. www.ezrasons.com

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