



Differentiate By Design

Aug 21, 2012

XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH BARDWIL INDUSTRIES

NEW YORK, Aug. 21, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Bardwil Industries. This agreement will give Bardwil the license to manufacture table linens under the Isaac Mizrahi New York brand. The collection will be available at retail in Fall 2013.

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

Alan Kennedy, President, Bardwil Industries, said, "We are excited to partner with Xcel Brands in bringing Isaac Mizrahi designs into the Table Linens classification."

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

Bardwil Industries has been the gold standard in table linens for over 100 years. In the last decade they have extended their product class offerings to include kitchen and bath textiles and accessories. Bardwil offers a palette of blue chip brands including Lenox, Tommy Bahama, Vera, Food Network and Bobby Flay for Kohl's. A new executive management team was formed in 2012 that will propel Bardwil's growth and penetration with additional brand offerings for product and design innovation. Bardwil is headquartered in New York City with divisions in New Jersey and Ohio.

CONTACT: Erika Stair

Vice President of Public Relations

Xcel Brands, Inc.

347-727-2476

Estair@xcelbrands.com