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## **Xcel Brands, Inc. Announces Licensing Deal with Fisher Footwear**

**October 17, 2011 (NEW YORK)** – Xcel Brands, Inc. has signed an exclusive licensing agreement with Fisher Footwear. This agreement will give Fisher Footwear the license to manufacture and distribute footwear for the Isaac Mizrahi and Isaac Mizrahi New York brands. The collection will debut at retail in Fall 2012 with prices ranging from \$79 - \$298.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to be in business with Fisher Footwear to launch our Fall 2012 footwear collection. This partnership will be fundamental in building the Isaac Mizrahi and Isaac Mizrahi New York brands."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "Footwear is the soul of a woman's wardrobe. Her feet are her first consideration. We are so thrilled to be working with Fisher Footwear."

Susan Itzkowitz, President of Fisher Footwear said, "The Isaac Mizrahi brand represents a unique design aesthetic- colorful, feminine, and spirited. We look forward to the opportunity to translate the personality and essence of the brand into beautiful footwear."

The Marc Fisher Footwear group of affiliated companies is also the worldwide footwear licensee for GUESS brands; GUESS®, G by GUESS® and GUESS by Marciano®. Marc Fisher Footwear designs and distributes men's and women's footwear for Tommy Hilfiger® and women's footwear for the Ivanka Trump® and Unisa® brands as well as for their owned brands Marc Fisher®, Sigerson Morrison® and Belle by Sigerson Morrison®.

Xcel Brands, Inc. ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. Xcel's management team consists of executives with significant experience in creating and growing businesses in the branded consumer products industry and a proven track record for successfully completing multiple similar acquisitions. Xcel will seek to acquire brands that it can utilize in a multi-channel distribution strategy (bricks and mortar, internet retailers and interactive media) with a focus on identifying designers or celebrities with personalities that connect directly with consumers through social and other media.

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 lifestyle collection, ISAACMIZRAHLIVE! on QVC. Under a design agreement with Liz Claiborne, Mr. Mizrahi also serves as the Creative Director of Liz Claiborne New York, a line sold exclusively on QVC. Previously, in 2003, Mr. Mizrahi pioneered the concept of high design for the mass retailer with a successful partnership with the Target Corporation. 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.

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