



June 3, 2015

Michael Francis Joins Xcel Brands, Inc. Board of Directors

NEW YORK, June 3, 2015 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) announced today the appointment of Michael Francis to its Board of Directors.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "We are thrilled to have Michael Francis join our Board of Directors. Michael brings incredible marketing, leadership, innovation, and extensive branding experience to our Board and Xcel, and we look forward to working with him in this new capacity."

Michael Francis is the Chief Global Brand Officer for DreamWorks Animation SKG. Prior to joining DreamWorks he was the Founder and CEO of Farview Associates, a brand development agency focused on the creation of new brands and the support of established global brands. His prior experience includes the position of President of J.C. Penney and more than 26 years with the Target Corporation most notably as the Global Chief Marketing Officer, where he was a key architect of the brand's 'Cheap Chic' differentiation strategy. Advertising Age previously named Mr. Francis one of the world's top marketers and Business Week and Fast Company have previously listed him as one of the top global innovators.

"I'm honored to join the Xcel Board and look forward to working with my colleagues and management to support and advance their vision to reimagine shopping, entertainment, and social as one."

Xcel Brands, Inc. is a leader and innovator in the omnichannel retailing of consumer brands. Xcel owns and manages the Isaac Mizrahi, Judith Ripka and H Halston brands, pioneering an omnichannel sales strategy inclusive of interactive media, brick and mortar retail, and e-commerce. Xcel also owns an interest in, manages and designs the Liz Claiborne New York brand which is sold exclusively through QVC. Headquartered in New York City, Xcel Brands is led by an executive team with significant retailing, licensing, design, and marketing experience, and a proven track record of success in elevating branded consumer products companies. With a team of over 50 designers and social media focused marketing executives, Xcel maintains control of product quality and promotion across all of its licensed product categories and distribution channels. Xcel differentiates by design. www.xcelbrands.com

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