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Xcel Brands, Inc. Announces Fragrance Licensing Deal with The Cloudbreak Group

November 10, 2011 (NEW YORK) - Xcel Brands, Inc. (OTCQB: XELB) has signed an exclusive worldwide licensing agreement with The Cloudbreak Group. This agreement will provide The Cloudbreak Group the license to develop, manufacture and distribute fragrance, bath and body, home fragrance and other related beauty products for the Isaac Mizrahi New York brand.

The signature fragrance will debut in Fall 2012, launching in finer department stores domestically and in multiple International markets. The Cloudbreak Group's expertise in traditional and non-traditional distribution, accompanied with its internal experts in advertising and social digital media are pivotal reasons why Xcel looked to Cloudbreak to broaden and diversify the beauty offering on behalf of Isaac.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am excited to partner with The Cloudbreak Group to launch our Fall 2012 fragrance collection. The Cloudbreak Group's innovation and distribution paired with Isaac's creativity and enthusiasm will provide the industry with a dynamic collaboration."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "A woman gets all her mystery from the scent she wears. It precedes her and it is her calling card. I can't wait to launch my first signature fragrance with The Cloudbreak Group."

Tom Butkiewicz, CEO of The Cloudbreak Group, LLC said, "The Isaac Mizrahi New York property is a unique proposition in fragrance licensing which is what makes this opportunity so ideal. The industry and retail partners as a whole are looking for innovation. Isaac's incredible consumer appeal, his ability to transcend time and style and his iconic status in fashion and media, provide a once in an era opportunity to bring a unique big idea in product, design and communication to the brand, retail/e-tail partners and the direct consumer."

The Cloudbreak Group develops intellectual property, acquires licenses and strategically identifies key properties for acquisition or investment. The Cloudbreak Group develops and distributes product globally in the following channels: luxury, department store, specialty, on-air and online channels. Its' team is a unique set of professionals with extensive experience and background in multiple market segments, including Thomas Butkiewicz, Duncan Bird, Dennis Keogh and Jennifer Mullarkey.

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, ISAACMIZRAHILIVE! 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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