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Xcel Brands, Inc. Announces Legwear Licensing Deal with United Legwear Company, LLC

November 21, 2011 (NEW YORK) - Xcel Brands, Inc. (OTCQB: XELB) has signed an exclusive licensing agreement with United Legwear Company, LLC. ("ULC") This agreement will give United Legwear the license to manufacture and distribute legwear for the Isaac Mizrahi New York brand.

The collection will be available at retail in Fall 2012 and will be comprised of opaque tights, patterned tights, trouser socks, leggings, and sheers. Patterns will include swiss dots, large dots, houndstooth, herringbone, and lace. Fashion tights will mostly consist of approximately 83% nylon and 17% spandex, which will provide excellent recovery (the ability of the tights to snap back into shape), but this may vary slightly for each style.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to be in business with United Legwear to launch our Fall 2012 legwear collection. This license is a great addition to our growing brand."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc said, "Legwear is such a fun central subject in fashion. I start most collections thinking about legwear, it's like starting a meal with dessert!"

"I am excited to partner with Xcel in the launch of their new Isaac Mizrahi legwear line for Fall '12," said Isaac Ash, President and CEO of United Legwear. "The Isaac Mizrahi brand stands for timeless, cosmopolitan style with a bit of irreverence, some humor, and a lot of confidence. ULC will be able to translate those key elements into tights and socks that will be meaningful at retail and appeal to women of all kinds."

Xcel Brands, Inc. ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. 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 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. In 2011, Xcel acquired designer apparel brand, Isaac Mizrahi New York.

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. 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.

Founded in 1998 by Isaac Ash, United Legwear Company, LLC is a global manufacturer of socks and bodywear that has established itself as one of the leading resources in the industry. From infants and toddlers to teens and adults, the company offers a full range of products that address the functional and fashion needs of consumers. United Legwear strives to remain true to innovation, quality and integrity.

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