



July 17, 2014

Ben Malka Joins Xcel Brands, Inc. Board of Directors

NEW YORK, July 17, 2014 (GLOBE NEWSWIRE) -- [Xcel Brands, Inc.](#) (OTCQB:XELB) announced today the appointment of Ben Malka to the Board of Directors.

[Robert D'Loren](#), Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "We are very fortunate that Ben Malka will be joining our Board of Directors. Ben is a proven leader with outstanding experience and will bring a valuable perspective to our Board and Xcel."

Mr. Malka is the current Chairman and Chief Executive Officer of HALSTON, the American legacy fashion brand. Mr. Malka began his tenure as President of BCBG Max Azria Group in the mid 1990's and served in the position until 2011. During this time, he played a key role in developing the multi-million dollar business into a multi-billion dollar global empire.

About Xcel Brands, Inc.

("Xcel") [Xcel Brands, Inc.](#) is a leader and innovator in the acquisition, design, licensing, marketing, and retail sales of consumer brands. Xcel owns and manages the Isaac Mizrahi and Judith Ripka 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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