



June 28, 2012

## **Xcel Brands, Inc. Announces License With Elite Brands, Inc.**

NEW YORK, June 28, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Elite Brands. This agreement will give Elite Brands the license to manufacture and distribute digital cameras, video camcorders, camera cases and camera bags under the "M. Isaac Mizrahi" brand. The line will be available at retail in Spring 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to collaborate with Elite Brands on this great line of digital cameras. This license is a great addition to our growing brand."

Morris Didia, Executive Vice President, Elite Brands, Inc. said, "This collaboration with Xcel and Isaac will lend fashion and style to the world of digital cameras. We are excited about this partnership."

**Xcel Brands, Inc.** ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. Xcel is leading the Omni Channel retail sales strategy across three channels of distribution including interactive media, online and brick and mortar retailers. 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 has a proven track record for successfully completing multiple similar acquisitions. Xcel will seek to acquire brands that it can utilize in an Omni Channel retail sales strategy with a focus on identifying designers or celebrities with personalities that connect directly with consumers through social and other media. [www.xcelbrands.com](http://www.xcelbrands.com).

**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. [www.isaacmizrahiny.com](http://www.isaacmizrahiny.com)

**Elite Brands** was founded in 1979, and has brought the finest products to the electronic industry, with uncompromising attention to quality, function, detail and design. Today, EBI is a premier manufacturer of digital cameras, 35mm cameras, photo and computer luggage, binoculars, telescopes, lenses and many other products and accessories. EBI's ultra modern facilities and in-house design department offer customers the best out of stock, direct import and customized programs anywhere.

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