



October 17, 2011

Xcel Brands, Inc. Announces Licensing Deal with Accessory Exchange

October 17, 2011 (NEW YORK) – Xcel Brands, Inc. has signed an exclusive licensing agreement with Accessory Exchange. This agreement will give Accessory Exchange the license to manufacture and distribute handbags and small leather goods for the Isaac Mizrahi and Isaac Mizrahi New York brands. The collection will debut at retail in Fall 2012 with prices ranging from \$98 - \$348.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to be in business with Accessory Exchange to launch our Fall 2012 accessories collection. This partnership will be fundamental in building the Isaac Mizrahi and Isaac Mizrahi New York brands."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "Accessories dictate the look. Before a woman gets dressed she knows which accessories she's going to wear. We are so excited to be involved with Accessory Exchange."

Abe Dweck, President of Accessory Exchange said, "Isaac Mizrahi has been a leader in bringing fresh, creative products to the mass market. We are honored to be working together to continue bringing quality, fashion-forward accessories to our consumers."

Accessory Exchange is a leading full-service accessory design company specializing in high quality and fashion-forward handbags and small leather goods. Started in 1909, the company is now a leader in the handbag market, with six offices and facilities around the world. Accessory Exchange controls every phase of the business from design and production through inventory management and shipping. Newly acquired categories include leg wear, luggage, and accessories in both brands and private label. Current licenses include Cynthia Rowley, Deréon, K-Swiss, Olivia + Joy, U.S. Polo Assn., and XOXO.

Xcel Brands, Inc. 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.

For further information please contact:

Erika Stair
PR Director
Xcel Brands, Inc.
347-727-2476
Erika@isaacmizrahiny.com