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## **Xcel Brands, Inc. Announces Timepiece Licensing Deal with MZ Berger & Company**

**November 7, 2011 (NEW YORK)** - Xcel Brands, Inc. (XELB.PK) has signed an exclusive licensing agreement with MZ Berger & Company. This agreement will give MZ Berger & Company the license to manufacture and distribute timepieces for the Isaac Mizrahi and Isaac Mizrahi New York brands. The collection will be available at retail in Fall 2012.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands Inc. said, "I am very excited to be in business with MZ Berger & Company to launch our Fall 2012 timepiece collection. This license is a fantastic addition to our accessories business."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "A timepiece is the thing a woman relies on for more than telling time, she relies on it for chic. I love designing timepieces and I am excited to continue our relationship with MZ Berger & Company."

Marci Gordon, Chief Merchant and Marketing Officer of MZ Berger & Company said, "We have had the great pleasure of working with Isaac Mizrahi and his creative team for the past 2 years and we are thrilled to be a part of this opportunity to expand the brand for watches into new channels of distribution. His vision and design direction is inspiring and always FUN!"

MZB is a global product company with deep roots in design, marketing, licensing and sales distribution. Beginning with its flagship product of watches, MZB has grown into a diverse company selling to all demographics, price points and channels of distribution. Our areas of expertise include watches, fashion jewelry, clocks, room décor, personal care, craft & activity, and eco-friendly products. For over 60 years, we have woven a vast network that brings timeless merchandise into homes throughout the world.

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.

### **For further information please contact:**

Erika Stair  
Director of Public Relations & Marketing  
Xcel Brands, Inc.  
347-727-2476  
Erika@isaacmizrahiny.com