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## **Xcel Brands, Inc. Announces Licensing Deal With Roma Industries, LLC**

NEW YORK, Aug. 17, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Roma Industries, LLC. This agreement will give Roma the license to manufacture and distribute women's and men's belts as well as small leather accessories under the Isaac Mizrahi New York brand. The collection 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 partner with Roma on this great collection of belts. This license is a complementary addition to our accessories business."

Paul Horowitz, Chief Executive Officer, Roma Industries: "Our partnership with Xcel Brands and Isaac Mizrahi presents a very exciting opportunity. Isaac's creativity will bring dynamic designs to the marketplace. We are both enthused and energized to be working with such a recognizable brand. The team at Xcel is experienced, focused and we are already enjoying the relationship. We expect this to be a very successful, long-lasting partnership."

**Xcel Brands, Inc.** ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. Xcel is leading the Omni Channel 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 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 exclusive lifestyle collection, ISAACMIZRAHLIVE! 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)

**Roma Industries** is a privately held, multi-divisional company with headquarters in Largo, Florida. An additional showroom and executive offices are located in New York City. Roma Industries was established in 1961 and sold to its present owners, Paul Horowitz (CEO) Joel Jacobs (COO) and Paul Aglietti (Sr. Vice-President) who had been the management team in place. The original business was the manufacturing of quality watch attachments. Today, the company is the largest supplier of watchstraps to independent retail jewelers throughout the United States and continues to produce for leading watch manufacturers and importers. Roma Industries is the only remaining significant manufacturer of leather and exotic watchstraps in the United States. In 1992 the company began to manufacture women's belts and accessories. Roma Industries has continued to expand and has signed licenses with several well-known designers while enhancing its private label business with the ability to manufacture products in the U.S.

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