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## **Xcel Brands, Inc. Announces Licensing Deal With Glove It, LLC**

NEW YORK, Aug. 9, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Glove It, LLC. This agreement will give Glove It the license to manufacture and distribute golf, tennis and active accessories for 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 Glove It on this great line of golf, tennis and active accessories. This license marks the beginning of our presence in the active category."

Karen Lovcik, Chief Operating Officer, Glove It, LLC, said, "We are thrilled to join forces with Xcel Brands and launch the Isaac Mizrahi New York brand for golf, tennis, and active lifestyle accessories. This strategic partnership will not only allow us to enhance our product mix, but will also expand our distribution channels. Isaac's iconic designs will translate brilliantly into this active category."

**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, 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)

**Glove It, LLC** is celebrating its ten year anniversary and is the leading manufacturer for women's fashion golf, tennis and active lifestyle accessories. Known for merging chic designs with practical features, they are a two-time award winner of the Best New Products at the PGA Merchandise Shows. Glove It's quality golf gloves, headwear, golf bags with coordinating accessories and tennis accessories, are widely available at fine golf and tennis specialty retailers world-wide. [www.gloveit.com](http://www.gloveit.com)

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