



November 8, 2011

Xcel Brands, Inc. Announces Sunwear and Eyewear Licensing Deal with B. Robinson

November 8, 2011 (NEW YORK) - Xcel Brands, Inc. (XELB.PK) has signed an exclusive licensing agreement with B. Robinson. This agreement will give B. Robinson the license to manufacture and distribute sunwear and eyewear 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, "We are excited to partner with B. Robinson for our Fall 2012 sunwear and eyewear collection. B. Robinson is the perfect addition to our accessories business."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "Nothing is more 'instant style' than the right eyewear. If it's right everything else falls into place. I look forward to working with B. Robinson."

Cliff Robinson, Co-president, B. Robinson Optical said, "B. Robinson and Isaac Mizrahi have had a long relationship dating back over 10 years. We are thrilled to have this new partnership with Isaac and his team and for the opportunity to build upon the success we have always had together. The market needs something new and fresh and Isaac is the perfect person to deliver what is needed at retail."

B. Robinson Optical, founded in 1926, has been a leader in the eyewear industry for over 80 years. The company is known for its superior quality as well as its unique designs. B. Robinson offers many licensed collections, including Cynthia Rowley, Cole Haan, Izod and London Fog. Legacie, the luxury house of B. Robinson, was founded in 2002. Legacie's exclusive holdings include Judith Leiber Eyewear, Betsey Johnson Eyewear, Kata Eyewear and PURE Eyewear®. Legacie also has a partnership for the distribution of David Yurman Eyewear.

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.

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