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## **Xcel Brands, Inc. Announces Sportswear, Dresses and Suiting Licensing Deal With The Jump Apparel Group**

NEW YORK, June 5, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with The Jump Apparel Group ("Jump"). This agreement will give Jump the license to manufacture and distribute sportswear, dresses and suiting under the Isaac Mizrahi New York brand. The collections will debut at retail in Spring 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to partner with Glenn Schlossberg and the Jump Apparel team to launch our Spring 2013 sportswear collection. This license is a cornerstone of our directive and instrumental to our domestic and international growth."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "Sportswear is great fun for me. I look at it as the most modern category out there. It's the complete picture that represents a brand more than any other."

Glenn Schlossberg, Chief Executive Officer, The Jump Apparel Group, "I am thrilled to be working with Xcel Brands and Isaac Mizrahi to launch sportswear. Isaac is one of the most iconic designers of our time; I am excited to bring Xcel and Isaacs' vision to the marketplace."

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

**The Jump Apparel Group** is a leading manufacturer of ladies dresses and sportswear shipping over six (6) million garments globally per year. Jump sells at department stores, major specialty chain stores, catalog companies, internet retailers, as well as interactive shopping channels. The company is proud to promote "Made in the USA" producing more than half of its product in the United States giving Jump Apparel a unique, competitive advantage of speed to market. The Jump Apparel Group has over 40,000 square feet of design and showroom space housing 11 labels right in the heart of New York's garment center and a 135,000 sq ft distribution center located in nearby Secaucus, New Jersey. With an in-house design and patternmaking center, Jump is able to offer trends and quality product to its diversified customer and establish the company as a premiere clothing supplier for all segments of the ladies apparel market.

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