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XCEL BRANDS APPOINTS EMERGING MEDIA AS AGENCY OF RECORD FOR CORPORATE COMMUNICATIONS

Brand Management Powerhouse Taps Award-Winning PR Agency

New York - May 13, 2014 - [Xcel Brands](#), Inc. (OTCQX: XELB), a leader and innovator in omnichannel retail sales, announced that it has selected [Emerging Media](#) as its Agency of Record for corporate communications. Xcel's groundbreaking omnichannel approach to retail includes the licensing, distribution, marketing and sale of designer products across various distribution channels, including bricks & mortar, internet/digital and direct-response television. Emerging Media, an award-winning, PR, marketing, branding and social media agency, will handle all strategic messaging, media and public relations efforts for the company. Brand level PR for [Isaac Mizrahi](#) and [Judith Ripka](#) will continue to be managed by Xcel's internal PR team.

Founded in 2011, Xcel Brands, Inc. acquired designer apparel brand, Isaac Mizrahi New York, as well as an interest in the Liz Claiborne New York Brand, quickly expanding into 100+ product categories for the Isaac Mizrahi brand. In 2014, the company acquired its third brand, Judith Ripka, a leader in international fine jewelry. Since its founding, Xcel Brands has remained laser-focused on pursuing the world's most dynamic brand names and personalities that have the vision and personality to communicate across the omnichannel. The company leads consumer industries with great product made for the long term at all price levels.

"Emerging Media truly understands the power of the Xcel Brands' omnichannel strategy, and I am confident in this team's ability to act as a strategic partner in proving and sharing that strategy with the market and the media," said Xcel Brands CEO and Chairman, [Robert D'Loren](#). "We recognized a shared passion in Emerging Media for telling a brand's story in ways that create lasting and meaningful connections to loyal audiences. That's what we're all about."

Emerging Media builds its communications strategies around its Connect4™ program that harnesses the power of PR, marketing, branding and social media to propel brands to the next level of market leadership. Emerging Media creates a custom road map to success for each client by diving into the competitive landscape, building authentic relationships with key influencers and elevating the client's agenda. The agency will direct all of Xcel Brands' PR and thought leadership efforts, as well as manage speaking opportunities, conferences and awards.

"Robert D'Loren has assembled an incredible team with an unparalleled vision for the future of retail brands," said CEO and founder of Emerging Media, [Susan Lindner](#). "We deeply identify with Xcel Brand's core mission of connecting with brand followers on their terms, and look forward to sharing this mission with a nationwide audience."

About Emerging Media

[Emerging Media](#) is an award-winning, full service PR, marketing, branding and social media agency, helping B2B and B2C companies make their mark in the ever-changing media landscape. Using its Connect4™ strategy, Emerging Media creates innovative and revenue-generating campaigns for clients across a wide spectrum of industries, from start-ups to Fortune 500 companies. Emerging Media is the winner of the 2013 Top PR Agencies, Best in Mobile & Wireless, the 2013 Golden Bridge Awards for Best B2B Campaign and the 2012 Golden Bridge Awards for the Launch Campaign of the Year. Visit www.emergingmediapr.com and follow us on Twitter [@emergingmediapr](#).

About Xcel Brands, Inc.

("Xcel") Xcel Brands, Inc. is a leader and innovator in the acquisition, design, licensing, marketing, and retail sales of consumer brands. Xcel owns and manages the Isaac Mizrahi and Judith Ripka brands, pioneering an omnichannel sales strategy inclusive of interactive media, brick and mortar retail, and e-commerce. Xcel also owns an interest in, manages and designs the Liz Claiborne New York brand which is sold exclusively through QVC. Headquartered in New York City, Xcel Brands is led by an executive team with significant retailing, licensing, design, and marketing experience, and a proven track record of success in elevating branded consumer products companies. With a team of over 50 designers and social media focused marketing executives, Xcel maintains control of product quality and promotion across all of its licensed product categories and distribution channels. Xcel differentiates by design. www.xcelbrands.com

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