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Xcel Brands, Inc. Announces Denim Licensing Deal With Sunrise Brands

NEW YORK, Feb. 17, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Sunrise Brands, LLC. This agreement will give Sunrise Brands the license to manufacture and distribute a denim apparel collection under the Isaac Mizrahi Jeans brand.

Isaac Mizrahi Jeans is a denim apparel collection with a timeless aesthetic and modern sensibility, blending chic constructions and signature detailing with Isaac's distinctive play on color and print. Rooted in denim elegance, these are a balance of luxurious and casual looks for a modern lifestyle. The line will consist of an array of premium washed jeans, sophisticated shirtings, fitted denim jackets, modern casual dresses, statement trench coats, tailored denim suiting, soft and tactile knitwear, colorful peacoats, and garment-dyed denim separates.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc., said, "I am very excited to partner with Sunrise Brands to launch our Fall 2012 denim apparel collection. This license is an integral addition to our growing brand."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc., said, "Denim is the single most important thing in a modern woman's wardrobe. She wears her jeans more than any single other garment. It's my greatest joy to design this category and partner with Sunrise Brands."

Stephen Cox, President of Isaac Mizrahi Jeans, said, "We are elated to work with Xcel and Isaac in bringing their passion for denim and denim related apparel to the marketplace. We look forward to building this segment of the business to its fullest potential."

Xcel Brands, Inc. ("Xcel") engages in the acquisition, design, licensing, and marketing of consumer brands. 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 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. 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

Sunrise Brands, LLC is a hybrid-strategy apparel conglomerate with offices in Los Angeles, New York and Hong Kong. Successfully coupling an established private label operation with a portfolio of branded business units, the company's product offering spans a full range of apparel and accessory categories. With unique insight into today's retail markets, Sunrise is an industry leader in brand development through strategic partnership. For more information, please visit www.sunrisebrands.com.

CONTACT: Erika Stair

Director of Public Relations

Xcel Brands, Inc.

347-727-2476

Estair@xcelbrands.com