



February 7, 2013

Xcel Brands, Inc. Announces Licensing Deal With Clover Corporation

NEW YORK, Feb. 7, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Clover Corporation. This agreement will give Clover Corporation the license to manufacture and distribute fine jewelry for the Isaac Mizrahi New York brand.

The collection is timeless, feminine and innovative. The jewelry design is rich with bold, vibrant color combinations while using precious metals and genuine cut gemstones. Every piece is a statement on its own but is also designed to be mixed and matched, layered and stacked. Jewelry price points range from \$200 - \$1500, with the majority falling within \$300 - \$700. The line will be available at retail in Fall 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "I am very excited to partner with Clover on this collection of fine jewelry. This category is a great addition to our accessories business."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "Working with fine materials is such a pleasure for me and I'm especially inspired by the vibrant colors. The gems, the precious metals and not to mention the wonderful craftsmanship -- it's everything a designer could ever want."

Lester Friedlander, President, Clover Corporation, said, "Working with Xcel and Isaac has allowed Clover Corp to drive the specter of jewelry into the future. We used a classic approach to jewelry design to create a collection of innovative colored stone jewelry, working in sterling silver with specialty cut faceted gemstones. The feel is soft and feminine, and the color is vibrant and dynamic; together Clover and Mizrahi have reengineered fine jewelry in a manner that is ever so relevant in today's market."

Xcel Brands, Inc. engages in the acquisition, design, licensing and marketing of consumer brands incorporating an OMNICHANNEL sales strategy inclusive of interactive media, digital and bricks and mortar retail. In 2011, the company acquired designer apparel brand Isaac Mizrahi New York and an interest in Liz Claiborne New York, quickly expanding into 100+ categories for the Isaac Mizrahi brand. The company's executive management team possesses significant talent, experience and a proven track record of success to create and grow branded consumer products businesses.

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." Currently, Mr. Mizrahi is launching the Isaac Mizrahi New York and Isaac Mizrahi Jeans collections, available at brick and mortar retailers in Fall 2012 and Spring 2013. Previously, in December 2009, Mr. Mizrahi launched his exclusive lifestyle collection, ISAACMIZRAHLIVE! 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

The Isaac Mizrahi New York logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=14855>

Clover Corp. founded in 1988 by Lester Friedlander is a diverse fine jewelry manufacturing and sales company. Clover has been part of the branded jewelry business for over 15 years, and has developed a team of merchandising and manufacturing resources that allow for the seamless creation of fine jewelry products. The strength of the organization is the vertical integration of the creative design process which allows the true DNA of the brand to be realized in the end products.

CONTACT: For further information please contact:

Erika Stair

Vice President of Public Relations

Xcel Brands, Inc.

347-727-2476

Estair@excelbrands.com