



June 18, 2012

## **Xcel Brands, Inc. Announces License With Zeikos Brands, Inc.**

NEW YORK, June 18, 2012 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with Zeikos, Inc. This agreement will give Zeikos the license to manufacture and distribute ear buds, headphones as well as electronic device covers for iPads, iPhones, iPods, tablets and laptops under the Isaac Mizrahi New York brand. The product line will be available at retail in Spring 2013.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc., said, "I am very excited to collaborate with Zeikos to launch this great electronic accessory category. This license is a great addition to our growing brand and brings us into another category for further development."

Sion Chams, Chief Executive Officer, Zeikos Inc., said, "We are excited to partner with Xcel and Isaac to create an interesting and dynamic line of electronic accessories. We are happy to bring this line to the market place. "

**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)

**Zeikos, Inc.** is a global leader in consumer electronics, bags and cases; offering several lines of licensed accessories designed with today's "savvy fashion consumer" in mind. Our collections deliver mobile accessories and electronics such as headphones, speakers and ear buds as well as cases and wireless solutions for electronics such as iPad, iPhone, tablets and laptop computers. The collections contain high-performance products and high quality content not only for today's fashion consumer, but also for those sports enthusiasts. We offer some of the most popular sports teams and entertainment properties; along with your favorite pro teams and character designs. Zeikos helps you not only make a statement, but stay functional without sacrificing style. [www.zeikos.com](http://www.zeikos.com)

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