



Nov 4, 2013

XCEL BRANDS, INC. ANNOUNCES LICENSING DEAL WITH THE MADAME ALEXANDER DOLL COMPANY

NEW YORK, Nov. 4, 2013 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQB:XELB) has signed an exclusive licensing agreement with The Alexander Doll Company to create a selection of Madame Alexander dolls, doll apparel and doll accessories under the Isaac Mizrahi New York label. It will consist of both collectible and play dolls: Cissy™, the iconic 21" couture collectible doll, a 16" contemporary fashion collectible doll, and an 18" play doll. The collection will debut at the International Toy Fair in New York City in February 2014. The dolls will be sold through specialty and department stores as well as select websites including www.madamealexander.com.

Robert D'Loren, Chairman and Chief Executive Officer, Xcel Brands, Inc. said, "We are very excited to partner with Madame Alexander on this wonderful and smart collection of designer, limited edition and play dolls. This is an important partnership for us as we continue to grow our children's business."

Isaac Mizrahi, Creative Director, Xcel Brands, Inc. said, "Working with Madam Alexander is a dream for me. They have always represented the highest quality and most beautiful dolls in the world and the opportunity to work with them is a total honor."

Gale Jarvis, President of The Madame Alexander Doll Company, said, "We are thrilled to have the opportunity to partner with Xcel Brands & Isaac Mizrahi. The Madame Alexander Company, celebrating its 90th anniversary this year, has worked with many of the top fashion designers designing dolls and doll size outfits for over four generations, and we are honored to collaborate with Isaac, one of the most successful American designers today. We look forward to delighting doll lovers, both young girls with the new 18" doll fashion collection and our avid doll collector fans with Isaac's iconic fashions. Madame Alexander and Isaac together are bringing distinctive fashion and design to the world of doll play for girls of all ages."

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." Recently, Mr. Mizrahi launched the Isaac Mizrahi New York and Isaac Mizrahi Jeans collections, available at better retailers. Previously, in December 2009, Mr. Mizrahi launched his exclusive 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.isaacmizrahi.com

Alexander Doll Company was founded in 1923 by Beatrice Alexander and is now owned by Kahn Lucas Lancaster, Inc. The company designs, manufactures and sells a wide range of dolls - collectible, fashion, baby and play, as well as related accessories. In addition to their own brands, Madame Alexander™ and Newborn Nursery™, the company holds numerous licenses including, but not limited to Disney®, Wizard of Oz™, Gone with the Wind™, Fancy Nancy™, Pinkalicious™, Angelina Ballerina™, Pan Am and American Ballet Theatre™. Through the years, Alexander Doll has been responsible for numerous doll industry "firsts" that have defined the company as pioneer of style and quality as well as shaped the doll world. In 2012, intellectual property and select assets of Alexander Doll were acquired by Kahn Lucas. www.madamealexander.com

CONTACT: Judy Herbst

Senior Director, Marketing

Madame Alexander

Judyh@alexdoll.com

Erika Stair

Vice President of Public Relations

Xcel Brands, Inc.

347-727-2476

Estair@xcelbrands.com