



Xcel Brands Enters Into Agreement to Acquire C. Wonder

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NEW YORK, July 17, 2015 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (OTCQX:**XELB**) ("Xcel" or the "Company"), a brand development and media company, announced today that it has entered into a definitive agreement to acquire the C. Wonder brand, consisting of the "C. Wonder" trademarks and related designs and other intellectual property rights. The closing of the acquisition is subject to board approval and customary closing conditions. The Company will provide further information on its plans for the C. Wonder brand following its completion of the transaction.

Xcel was founded by Robert W. D'Loren in 2011 and owns the Isaac Mizrahi, Judith Ripka, H by Halston and H Halston brands, and designs and manages the Liz Claiborne New York brand.
About Xcel Brands

Xcel Brands, Inc. is a brand development and media company engaged in the design, licensing, marketing and direct-to-consumer sales of branded apparel, footwear, accessories, jewelry, home goods, and other consumer products, and the acquisition of additional consumer high profile consumer lifestyle brands. Xcel was founded by Robert W. D'Loren in 2011 with a vision to reimagine shopping, entertainment and social as one. Xcel owns and manages the Isaac Mizrahi, Judith Ripka and H Halston brands, pioneering an omnichannel sales strategy which includes the promotion and sale of products under its brands through direct-response television, internet, brick and mortar retail, and e-commerce channels. Xcel also designs and distributes 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.

About C. Wonder

The C. Wonder brand was founded by J. Christopher Burch in 2011 to offer a wide-ranging assortment of beautiful, versatile and spirited products that are designed to transport its customers to a place they have never been. C. Wonder offered women's clothing, footwear, jewelry and accessories; housewares and home decor, great gifts, and a shopping experience designed to deliver delightful surprises at every turn. Burch Acquisition, LLC, which is controlled by Mr. Burch, acquired the C. Wonder brand (including its trademarks and related intellectual property rights) following its chapter 11 filing in 2015, in order to explore strategic opportunities to re-develop and expand the C. Wonder brand.

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