

XCEL

BRANDS

Differentiate By Design

Investor Presentation

May 1, 2013

SAFE HARBOR

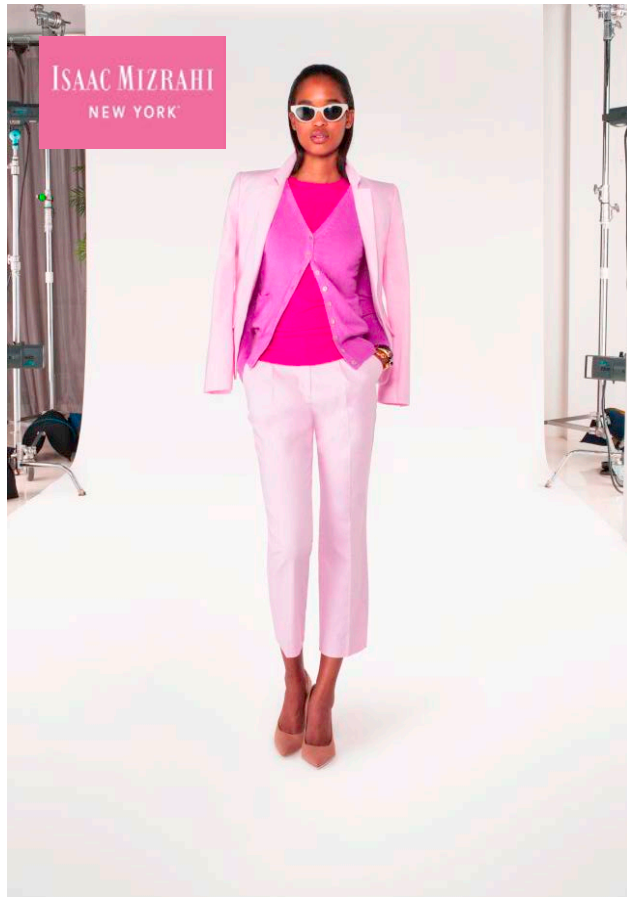
THIS PRESENTATION CONTAINS FORWARD-LOOKING STATEMENTS BASED ON CURRENT EXPECTATIONS, ESTIMATES, AND PROJECTIONS ABOUT THE COMPANY'S OPERATIONS, INDUSTRY, FINANCIAL CONDITION, PERFORMANCE, AND RESULTS OF OPERATIONS. STATEMENTS CONTAINING WORDS SUCH AS "GUIDANCE," "MAY," "BELIEVE," "ANTICIPATE," "EXPECT," "INTEND," "PLAN," "PROJECT," "COULD," "WOULD," "SHOULD," "PROJECTIONS," AND "ESTIMATE," OR SIMILAR EXPRESSIONS CONSTITUTE FORWARD-LOOKING STATEMENTS. IN ADDITION, ANY STATEMENTS THAT REFER TO EXPECTATIONS, PROJECTIONS, OR OTHER CHARACTERIZATIONS OF FUTURE EVENTS OR CIRCUMSTANCES -- INCLUDING ANY UNDERLYING ASSUMPTIONS -- ARE FORWARD-LOOKING STATEMENTS. STATEMENTS REGARDING OUR CURRENT EXPECTATIONS ABOUT THE COMPANY'S FUTURE OPERATIONS, FINANCIAL CONDITIONS, PERFORMANCE, SERVICES, AND THE INDUSTRY IN WHICH WE OPERATE ARE FORWARD-LOOKING STATEMENTS THAT ARE SUBJECT TO A NUMBER OF RISKS AND UNCERTAINTIES THAT COULD CAUSE ACTUAL RESULTS TO DIFFER MATERIALLY FROM THOSE DESCRIBED IN THE FORWARD-LOOKING STATEMENTS. MORE INFORMATION ABOUT POTENTIAL RISK FACTORS THAT COULD AFFECT THE COMPANY'S BUSINESS AND ITS FINANCIAL RESULTS ARE INCLUDED IN THE COMPANY'S ANNUAL REPORT ON FORM 10-K FOR THE YEAR ENDED DECEMBER 31, 2012. PROJECTIONS ARE PROVIDED BY MANAGEMENT IN THIS PRESENTATION AND ARE BASED ON INFORMATION AVAILABLE TO US AT THIS TIME AND MANAGEMENT EXPECTS THAT INTERNAL PROJECTIONS AND EXPECTATIONS MAY CHANGE OVER TIME.

Our Business Model is Built for Today's New Social Era



We Are Truly OmniChannel

Our Brands



ISAAC MIZRAHI

NEW YORK™



ISAAC MIZRAHI LIVE



- ✓ 45 Licenses
- ✓ 120 Product Categories
- ✓ 750 Better Department Store Doors
- ✓ USA, Mexico, Canada, Middle East



- ✓ 2 Direct-to-Retail Licenses with 2 Direct Response TV Networks*
- ✓ 30 Product Categories
- ✓ USA & Canada*

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* Distribution for Canada under a is under Letter of Intent with a direct response television network and planned to launch in 2013/2014.

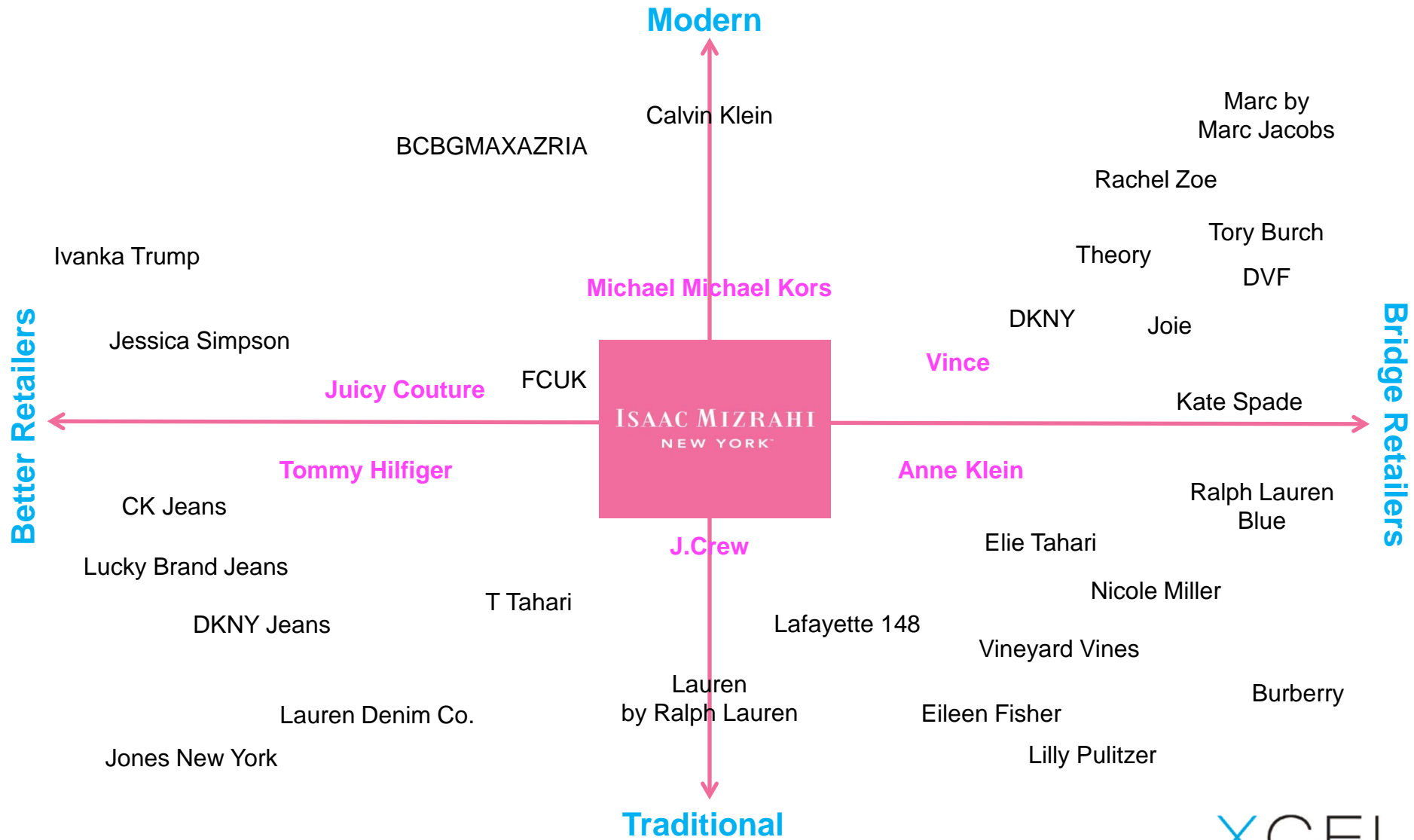


Liz Claiborne
new york

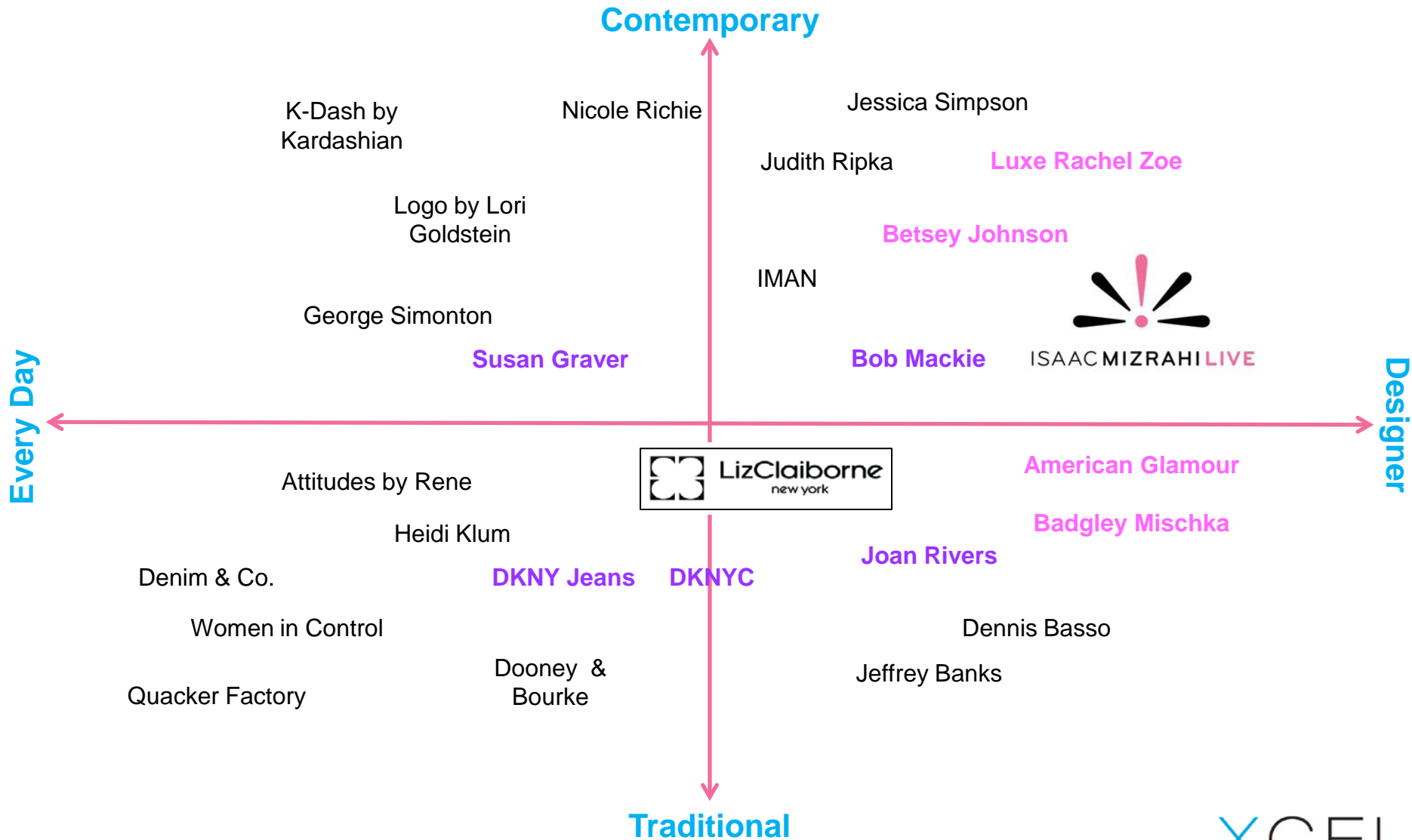
- ✓ **1 Direct-to-Retail License with
1 Direct Response TV Network**
- ✓ **25 Product Categories**
- ✓ **USA**



Our Better Retail Brand Positioning



Our Interactive TV Brand Positioning



Our Growth Opportunities

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1

Grow Existing Business

2

Category Extensions

3

Direct-To-Consumer (Retail)

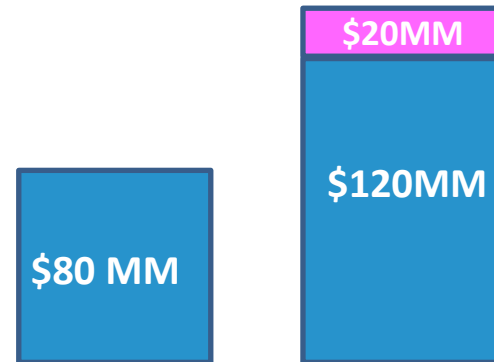
1. Grow Existing Business

- ✓ Continue to Increase Sales in our **Interactive TV Business**:
 - ✓ Continue to Increase Productivity
 - ✓ New Categories
 - ✓ Geographies
 - ✓ On-Air Hours, and
 - ✓ Online Sales

- ✓ Continue to **Launch New Categories**:
 - ✓ Wholesale Better Retail Business
 - ✓ Other Bricks & Mortar Distribution
 - ✓ Increase Door Counts

- ✓ Continue to Grow International Business
- ✓ Increase Operating **Margins** as Revenues Grow
- ✓ Increase **Brand Awareness**

1. Grow Existing Business - Retail Sales Score Card

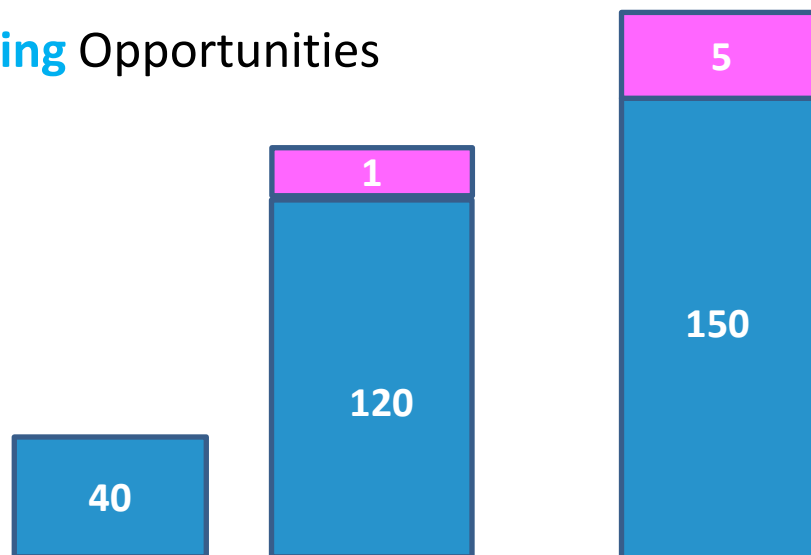


	2011	2012
■ Interactive Gross Retail Sales (Combined IML & LCNV)	\$80MM	\$120MM
■ Bricks-and-Mortar/E-Commerce Sales (IMNY)	\$ 0	\$ 20MM
Xcel Revenue	\$11.6MM	\$13.1MM

Sales figures are approximate for 2011 and 2012.

2. Category Extensions – Operating Metrics Score Card

- ✓ **New Licenses** under our Brands
- ✓ **New International Licenses** for Wholesale and ITV
- ✓ **New Collaborations/Co-Branding** Opportunities
- ✓ **New Market** Segments
- ✓ **Increased Door Count**



	2011	2012	2013(est)
■ IMNY Categories Signed:	40	120	150
Signed Licenses	18	40	50
IMNY Categories Launched	0	8	25
Estimated Bricks & Mortar Retail Doors	0	125	750
Market Segments	6	9	12
■ Collaborations/Co-Branding:	0	1	5

Categories, door counts, and market segments are estimated based on available information; all figures are estimated for 2013.

3. Direct-To-Consumer (Retail)

- ✓ Retail Stores Under the **Isaac Mizrahi New York** Brand (**1st Store Opening May 2013**)
- ✓ Launch **e-Commerce** to Promote and Sell Our Products Online



Positioned For The Future

We Believe...

- ✓ The **Way People Shop** Will Continue To Change
- ✓ The **Acceleration of Change** Will Continue To Increase
- ✓ Our Focus On **Design** and **OmniChannel** Distribution In This **New Social Era** Positions Us Well To Benefit From The Changes That Are Coming



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