



Differentiate By Design

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Xcel Brands Added to Russell Microcap Index

NEW YORK, June 27, 2016 (GLOBE NEWSWIRE) -- Xcel Brands, Inc. (NASDAQ:XELB) ("Xcel" or the "Company"), a brand development and media company, today announced that it has been added to the Russell Microcap Index as part of Russell Investments' annual reconstitution that took place after market close on June 24, 2016.

"We are excited for Xcel's inclusion in the Russell Microcap Index," stated Robert D'Loren, the Company's Chairman and Chief Executive Officer. "Nearly one year ago, Xcel began trading on the NASDAQ Global Market and we believe today's announcement is a reflection of the progress we have made to better position us for future growth. We expect our addition to the Russell Microcap Index will help increase our visibility within the investment community and enhance shareholder value as we communicate and execute on our strategic initiatives long-term."

The Russell Indices provide a comprehensive and unbiased barometer for evaluating stock performance in the U.S. and world-wide equity markets and are completely reconstituted annually to ensure new and growing equities are reflected.

About Xcel Brands

Xcel Brands, Inc. (NASDAQ:XELB) is a brand development and media company engaged in the design, production, licensing, marketing and direct-to-consumer sales of branded apparel, footwear, accessories, jewelry, home goods, and other consumer products, and the acquisition of dynamic 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, H Halston, and C. Wonder 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. 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 70 designers and social media focused marketing executives, Xcel maintains control of product quality and promotion across all of its product categories and distribution channels. Xcel differentiates by design.

www.xcelbrands.com

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