

**FOR IMMEDIATE RELEASE**

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**Excelled Sheepskin & Leather Coat Corp.  
To License Stacy Adams Outerwear**

November 14, 2007 – Milwaukee –Weyco Group, owner of the Stacy Adams, Florsheim, Nunn-Bush, and Brass Boot brands, announced that they have licensed Excelled Sheepskin & Leather Coat Corp. to manufacture and market men’s outerwear under the Stacy Adams brand. Excelled Sheepskin & Leather Coat Corp. is a leading New York-based leather outerwear company.

“We proudly welcome Excelled Sheepskin & Leather Coat Corp. to our group of licensees,” said Brian Flannery, President of Stacy Adams. “We’ve been impressed with Excelled’s product quality and distribution strength and we have high expectations about their partnership with Stacy Adams.”

Mike Holzberg, Senior Vice President of Excelled Sheepskin & Leather Coat, is equally excited about the partnership. “We’re thrilled about having an opportunity to be associated with the number one urban dress-up brand in the market today,” said Holzberg.

The men’s outerwear collection will be introduced in the Fall 2008 Season, and the collection has a scheduled launch at the upcoming MAGIC Show in Las Vegas in February. Distribution is planned through major department stores and specialty stores in the wholesale price range of \$75.00 – 200.00.

**About Stacy Adams**

Stacy Adams and men who know style have been a perfect fit for over 100 years. Founded in 1875 in Brockton, Massachusetts by William H. Stacy and Henry L. Adams, the Stacy Adams Shoe Company has long been a part of American Culture. Over the past decade, Stacy Adams has evolved from being a leading footwear brand to a complete collection of men’s clothing and accessories. Stacy Adams products include suits, sportswear, leather, dress shirts, ties, headwear, belts, socks, jewelry and footwear, and can be found in department stores and men’s specialty stores nationwide.

**About Excelled Sheepskin & Leather Coat Corp.**

Excelled Sheepskin & Leather Coat Corp., a leader in the leather outerwear industry with annual sales in excess of \$80 million, is the largest leather outwear supplier in the U.S. marketplace. The company manufactures private branding for many retailers as well as produces its own brand and holds the Chaps and Columbia licenses. Founded in 1927, Excelled is a privately held company with three generations of family ownership.