

FOR IMMEDIATE RELEASE

CANDIE'S UNVEILS "HEROES" STAR HAYDEN PANETTIERE AS ITS NEW SPOKESPERSON

(New York) February 20, 2008 —Iconix Brand Group, Inc. (NASDAQ: ICON) (the "Company") announced today that Hayden Panettiere will star in the Company's junior brand, Candie's®, spring 2008 multi-media advertising and marketing campaign for Kohl's Department Stores. Hayden is an award-winning actress, recording artist, activist and a star of NBC's hit television series, "Heroes." Panettiere is following in the high-heeled slides of past Candie's girls such as Grammy® award-winning artist Fergie, Hilary Duff and Destiny's Child.

Hayden Panettiere stated, "I am excited to be working with Candie's. Their campaigns are fun and playful and always feature the hottest stars. I am honored to be the new Candie's 'girl' and I look forward to working with them on lots of exciting projects."

The print ads have a classic Candie's flare; they are sweet yet sexy and embody a bit of fantasy. The campaign was shot at Serendipity 3 in New York City by photographer, Giuliano Bekor.

Panettiere will make personal appearances on behalf of the brand as well as attend a launch party in Hollywood, CA later this month. Candie's is sold exclusively at Kohl's Department Stores and www.kohls.com.

Dari Marder, Chief Marketing Officer, Candie's, commented, "We are thrilled to have signed Hayden as our new Candie's girl. As one of Hollywood hottest stars, she personifies what we look for in a spokesperson. Hayden is not only talented and beautiful but also funny and irreverent and our Candie's customer loves her."

Julie Gardner, Kohl's Executive Vice President and Chief Marketing Officer, said, "We are excited for Hayden to star in the Candie's multi-media campaign this spring and we are confident she will resonate with our shoppers and drive excitement for the brand, sold exclusively at Kohl's."

Later this year, Hayden will be seen in the feature film, "Fireflies in the Garden" in which she co-stars with Julia Roberts and Emily Watson and will also release her debut album on Hollywood Records.

About Iconix Brand Group, Inc.

Iconix Brand Group Inc. (Nasdaq: ICON) owns, licenses and markets a growing portfolio of consumer brands including CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R) RAMPAGE (R) MUDD (R), LONDON FOG (R), MOSSIMO (R) OCEAN PACIFIC(R), DANSKIN (R) ROCA WEAR(R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R) and STARTER (R). The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and around the world. Iconix, through its in-house advertising, promotion and public relations agency, markets its brands to continually drive greater consumer awareness and equity.

About Kohl's

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. By the end of April, Kohl's will operate 958 stores in 47 states, and in the fall of 2008, Kohl's will celebrate the opening of its 1000th store. A company committed to the communities it serves Kohl's has raised more than \$85 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program. For a list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.

#

Contact:

Iconix Brand Group, Inc.
Maria Dolgetta
Director of Public Relations
212.819.2084
mdolgetta@iconixbrand.com

Kohl's
Vicki Shamion
Vice President, Public Relations
262-703-1464
Vicki.Shamion@kohls.com

Kohl's
Jam Stewart
Public Relations
262-703-7736
Jam.Stewart@kohls.com