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CANDIE'S AND KOHL'S DEPARTMENT STORES CONTINUE PARTNERSHIP WITH INTERNATIONAL ICON, BRITNEY SPEARS

New York, July 7, 2009 -- Iconix Brand Group, Inc. (NASDAQ: ICON) announced today it will continue its partnership with international icon, Britney Spears for its Candie's brand, which is exclusively sold at Kohl's Department Stores (NYSE: KSS). Spears, who is one of the best-selling female recording artists in the world, will appear in Candie's fall 2009 television, print, online and in-store advertising campaign. Spears recently appeared in the junior brand's spring print and online marketing campaign, which launched with a full size, limited edition, pull-out poster.

Leveraging its partnership with the international mega-star, Candie's outfitted Spears for her new music video, "Radar" and will use footage from the music video for its fall television commercial. The music video features Candie's apparel, footwear, jewelry and accessories available exclusively at Kohl's Department Stores. The television commercial will debut later this summer and the print campaign will premiere in September issues of fashion, entertainment and lifestyle magazines.

Commenting on her "Radar" video, Britney Spears stated, "I was so excited to wear Candie's in my 'Radar' video. I especially loved their jeans and cute dresses which were perfect for the theme of my video."

Dari Marder, chief marketing officer, Iconix stated, "After the overwhelming excitement surrounding Britney's spring Candie's campaign, we decided to make our fall campaign even bigger and better. In addition, to our new television commercial, Britney's fans will also get to see her rock her Candie's outfits in her new 'Radar' video. Britney chose the looks from our new collection that she felt best represented her style."

The music video and television commercial features Spears who becomes intrigued by a handsome player at a polo match who ultimately gets caught in her radar.

The print campaign was created by the Iconix in-house marketing team. The television commercial was shot by famed director, Dave Meyers and the print campaign was shot by fashion photographer, Matthew Rolston. The campaign was shot in Santa Barbara at a private estate complete with its own polo field and horse ranch.

Julie Gardner, Kohl's executive vice president and chief marketing officer, stated, "We are very excited that Britney Spears will continue to appear in the fall 2009 Candie's Only at Kohl's advertising campaign. After a successful launch in spring, we know Spears has a strong connection with our young shoppers who want great style at exceptional value."

The campaign will be heavily integrated into Kohl's fall 2009 marketing vehicles, including national broadcast, outdoor billboards, circulars, in-store graphics, online, direct mail and email blasts.

Spears is ranked as the one of the best female recording artists in the United States with 32 million sold albums certified by the Recording Industry Association of America. As of November 2007, Spears has sold over 83 million records worldwide, making her one of the world's best-

selling music artists. Spears is currently the best selling female artist of the decade and the fifth best selling artist of the decade overall.

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), STARTER (R) and WAVERLY (R). In addition, Iconix owns an interest in the ARTFUL DODGER (R) and ED HARDY (R) brands. 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 1,022 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than \$102 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.

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