



## CANDIE'S AND KOHL'S DEPARTMENT STORES ANNOUNCE AN EXCLUSIVE MULTI-PLATFORM MARKETING PARTNERSHIP WITH BRITNEY SPEARS

New York – March 2, 2009 -- Iconix Brand Group, Inc. (NASDAQ: ICON) announced today that its junior brand, Candie's, which is exclusive at Kohl's Department Stores (NYSE: KSS), signed an exclusive partnership with world-renowned megastar, Britney Spears. Spears will appear in the Candie's Only at Kohl's 2009 print, television, in-store and online marketing and advertising campaigns. Candie's and Kohl's also will be heavily integrated into all of Spear's upcoming promotional activities.

"I'm so excited to be the face for Candie's Only at Kohl's. Candie's and Kohl's are doing such great things with my tour. It's great to work with a line that has such cool clothes and accessories," states Britney Spears about the partnership.

Candie's and Kohl's will be associate sponsors of Spear's upcoming tour beginning March 3. The tour sponsorship includes exciting opportunities for consumers and fans to be a part of the concert experience. There will be VIP experiences with Candie's pink carpets and lounges in select markets, and other great promotions surrounding the sponsorship. In addition to the tour integration, Candie's will be the exclusive host of Spear's "First Look" tour video that will debut tonight, March 2 exclusively at [www.candies.com](http://www.candies.com). The video will grant fans an exciting sneak peek into Britney's tour. Britney also will wear Candie's apparel, footwear and accessories in an upcoming music video off of her current album.

"Britney's back and Candie's has her," commented Dari Marder, chief marketing officer, Iconix Brand Group, Inc. Marder added, "We are thrilled to announce our partnership with Britney, which marks her first ever apparel endorsement. We've worked very closely with Britney's team to develop creative programs that will deliver exclusive opportunities to our Candie's consumers. There is a perfect synergy between our Candie's girls and Britney's fan base and to be able to partner with her during such a monumental time in her career is very exciting for the brand."

"We are very excited to feature pop culture icon Britney Spears' in the 2009 Candie's Only at Kohl's marketing campaign," said Julie Gardner, executive vice president and chief marketing officer for Kohl's Department Stores. "Britney is authentic and relevant, personifying the Candie's brand. We are confident that she will resonate with our young shoppers who want great style at exceptional value."

Spear's current album *Circus* has been certified Platinum and was No.1 on the Billboard 200 charts, making this Spear's fifth No.1 album in her career. Past Candie's spokespeople have included Fergie, Hayden Panettiere, Hilary Duff and Jenny McCarthy.

### About Iconix

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). The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of

# KOHL'S

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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](http://www.kohls.com).

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