

CANDIE'S AND KOHL'S DEPARTMENT STORES UNVEIL THE SPRING MARKETING CAMPAIGN FEATURING INTERNATIONAL SUPERSTAR AND MULTI-PLATINUM RECORDING ARTIST, BRITNEY SPEARS

New York, April 1, 2009— Iconix Brand Group, Inc. (NASDAQ: ICON) announced today that its junior brand, Candie's, which is exclusively sold at Kohl's Department Stores (NYSE: KSS), has unveiled the creative for its spring 2009 print, online, outdoor and in-store marketing campaigns featuring internationally recognized and multi-platinum recording artist, Britney Spears.

In a first for the brand, the Britney Spears creative will be featured exclusively in one publication to heighten the excitement of the much anticipated launch of the campaign. A full size limited edition pull-out poster will appear exclusively in the April 15th issue of Us Weekly Magazine. A total of almost 4 million posters will be distributed.

Britney Spears commented on the campaign, "I had so much fun shooting the Candies for Kohl's campaign. My favorite set-up was against the gigantic wall of pink cotton candy. I got to wear the cutest clothes and they are perfect for summer!"

The ad features a "Britney Spears for Candie's Only at Kohl's" logo in diamonds with a collage of color and black and white snapshots of Spears from the photo shoot. Spear's is featured in Candie's apparel, footwear, swimwear, intimates and accessories available exclusively at Kohl's. The campaign was shot by Mark Liddell in Los Angeles.

Dari Marder, chief marketing officer, Iconix Brand Group, Inc., stated, "Britney is not your average girl, so we didn't want to do an average media buy. We wanted to create an event with the debut of the campaign. The Candie's consumer devours the latest celebrity news and gossip so we thought it would be a unique way to unveil the campaign as an exclusive pull out poster in Us Weekly. We plan on developing programs over the course of the year that will continue to deliver exclusive opportunities to our Candie's consumers."

The campaign will be heavily integrated into Kohl's marketing vehicles, including circulars, in-store graphics, online, direct mail, email blasts, radio integration and outdoor billboards. A television and print campaign will appear later this summer in fashion and lifestyle magazines for the back-to-school season.

"The new Candie's advertising campaign featuring Britney Spears is authentic, relevant and designed to resonate with our junior shopper, said Julie Gardner, Kohl's executive vice president and chief marketing officer. "At a time when Britney Spears is on top of her career, we believe the campaign will drive excitement for the brand, sold exclusively at Kohl's."

As recently announced, Candie's and Kohl's are associate sponsors of Spears's "Circus" tour, which includes 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 promotions surrounding the sponsorship.

Spears' current album *Circus* has been certified Platinum and was No.1 on the Billboard 200 charts, making this Spears' 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 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 \$126 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.

Contact Information:

Candie's:

Maria Dolgetta

Public Relations Director

Iconix Brand Group, Inc.

212.819.2084

mdolgetta@iconixbrand.com

Kohl's:

Vicki Shamion

Vice President of Public Relations

Kohl's Department Stores

262-703-1335

Vicki.shamion@kohls.com