

BRITNEY SPEARS DESIGNS EXCLUSIVE LIMITED EDITION COLLECTION FOR CANDIE'S

Spears' Designs Collection & Stars in National Fall Candie's Only at Kohl's Marketing Campaign

New York, New York—(June 29, 2010)—Iconix Brand Group, Inc. (NASDAQ: ICON) announced today that international icon, Britney Spears, has designed her first ever collection of apparel and accessories for its Candie's® brand. The limited edition collection, “Britney for Candie's,” will be exclusively available at Kohl's Department Stores (NYSE: KSS) and kohls.com/candies starting in July to kick off the back-to-school season.

The “Britney for Candie's” limited edition collection will be supported with a national marketing campaign including a television commercial, print ad, outdoor, online as well as being integrated into Kohl's back-to-school marketing initiatives.

Britney Spears said, “I was so excited when Candie's asked me to design my very own clothing collection. Designing was a really fun, new way for me to express my creativity and I really wanted to create something by me for my fans. I hope you guys love it.”

This marks the pop star's first foray into fashion designing. Spears' is best known for her chart-topping multi-platinum albums and is now moving into the fashion realm. “Britney for Candie's” is a mixture of day and evening looks, from the best jean to the must have LBD (Little Black Dress). The collection was inspired by Spears' favorite music and movies and personally designed by the star.

The marketing campaign shows Spears wearing her limited edition collection along with her personal handwritten notes such as, “You'll love these jeans!” and “Love this skirt for dancing...fun & flirty.” The campaign features the tagline, “Designed by me for you!” The collection of apparel, handbags and jewelry will range from \$14.00-\$78.00.

Dari Marder, chief marketing officer, Iconix Brand Group, stated, “This was a great opportunity to offer Britney fans a ‘piece of her’, through this limited edition collection that has been designed by Britney for them. It was a natural extension of Britney's long-standing partnership with Candie's and we were excited to offer her this new creative outlet, as she has always been extremely involved in the fashion process on set. Our Candie's customer will be thrilled to own exclusive clothing and accessories created by Britney.”

Spears hosted a fashion presentation in Los Angeles for friends and family to launch her exclusive collection. She hand-selected her biggest fans to be a part of the show and model her favorite looks from the line. A video of the presentation is available exclusively on www.candies.com and www.kohls.com.

The print campaign was created by the Iconix in-house marketing team and shot by fashion photographer Cliff Watts, and the television commercial was produced by famed music video director, Chris Applebaum. The campaign was shot in Hollywood, CA.

Julie Gardner, Kohl's executive vice president and chief marketing officer, stated, “We are incredibly excited to launch the highly-anticipated Britney for Candie's collection exclusively at Kohl's stores nationwide and Kohls.com for the back-to-school season. The partnership between Iconix and Britney for

the Candie's Only at Kohl's campaign continues to evolve in fun and innovative ways, and we are confident this new limited-edition collection will resonate with our young customers."

During her 10 year career, Britney Spears has had 5 albums debut at the #1 spot on the Billboard Top 200 Albums chart, as well as 23 Top 40 hits on the Billboard Pop Singles chart. Worldwide, Britney Spears is one of the top-selling artists of the last decade, constantly topping charts with her albums...Baby One More Time (1999); Oops!... I Did It Again (2000); Britney (2001); In The Zone (2003); Blackout (2007) and Circus (2008). Worldwide she has sold over 63 million albums. Spears recently became the first artist in over three years to debut No. 1 on the Billboard Hot 100 Chart with her latest song, "3."

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), ED HARDY (R), ECKO (R), MARC ECKO (R), ZOO YORK (R) and MATERIAL GIRL™ 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. Kohl's operates its 1,067 stores in 49 states with a commitment to environmental leadership. In support of the communities it serves, Kohl's has raised more than \$150 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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