

FOR IMMEDIATE RELEASE

**Iconix Brand Group, Inc. and Kohl's Department Stores Unveil, "Britney Spears Through The Lens" Spring 2010 Advertising Campaign for the Candie's Brand**

*Superstar Britney Spears Photographed by Three Iconic Photographers; Annie Leibovitz, Mark Seliger and Terry Richardson*

New York, New York—(February 17, 2010)—Iconix Brand Group, Inc. (NASDAQ: ICON) unveiled today its spring 2010 marketing campaign for its junior brand, Candie's®, which is exclusively available at Kohl's Department Stores (NYSE: KSS) and Kohls.com. The campaign entitled, "Britney Spears Through The Lens," showcases international superstar, Britney Spears, as seen through the lens of three famed photographers, Annie Leibovitz, Mark Seliger and Terry Richardson. Each iconic photographer shot Spears at Paramount Studios in Hollywood late last year.

Britney Spears, commented, "Annie, Mark and Terry are three of the biggest photographers in the world, I am honored to be working with them for my Candie's Only at Kohl's ads. It was an amazing shoot and I know my fans are going to love the cool images."

The campaign, a series of photographs of Spears as seen through the lens of each master photographer will debut with a four page insert in the April issue of *Seventeen Magazine* as well as online at candies.com and Kohls.com. Each photographer has their own unique and trademark style. Annie Leibovitz's photograph features Spears against an industrial backdrop, Terry Richardson photographed Spears on a plain white set with colorful props, while Mark Seliger created elaborate sets. Seliger's first set was a French burlesque inspired pink dressing room and the second was custom designed pink Harley-Davidson motorcycle against a perfect blue sky and green grass background.

"This is the most exciting shoot we have ever produced for Candie's. We have three master photographers; Annie Leibovitz, Mark Seliger and Terry Richardson shooting the biggest pop star in the world, each in their own iconic style," stated, Dari Marder, chief marketing officer, Iconix Brand Group.

Julie Gardner, Kohl's executive vice president and chief marketing officer, stated, "The new Candie's spring advertising campaign is innovative, authentic and provides a unique brand expression in the marketplace. We are confident this will resonate with our junior shoppers who trust Candie's to provide style and value."

The "Britney Spears Through The Lens," campaign will be seen in fashion magazines, outdoor billboards, in-store, circulars, online and direct mail.

The Candie's Only at Kohl's marketing campaign was created by the Iconix in-house marketing team in partnership with Annie Leibovitz who is famous for her celebrity portraits, Mark Seliger who is recognized for infusing music and fashion in his photography and Terry Richardson who is known for his ability to capture the true essence of his subjects.

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."

Past Candie's spokespeople include: Fergie, Hilary Duff, Jenny McCarthy and the Dixie Chicks.

**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) and ECKO (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. Kohl's operates 1,059 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](http://www.Kohls.com).

### **Cautionary Statement Regarding Forward-Looking Information**

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to those described in Item 1A in Kohl's Annual Report on Form 10-K, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.

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Contact:

Maria Dolgetta  
Iconix Brand Group  
VP of Public Relations  
212.730.0030/ [mdolgetta@iconixbrand.com](mailto:mdolgetta@iconixbrand.com)

Kohl's Department Stores  
Vicki Shamion  
Vice President of Public and Community Relations  
262-703-1464/ [Vicki.Shamion@kohls.com](mailto:Vicki.Shamion@kohls.com)

