

**CANDIE'S AND KOHL'S DEPARTMENT STORES ANNOUNCE INTERNATIONAL  
SUPERSTAR, BRITNEY SPEARS HAS BEEN RE-SIGNED  
FOR A SECOND CONSECUTIVE YEAR TO PROMOTE THE CANDIE'S BRAND**

New York, January 19, 2010 -- Iconix Brand Group, Inc. (NASDAQ: ICON) announced today it has renewed its exclusive partnership with international icon, Britney Spears for its Candie's brand, which is available only at Kohl's Department Stores (NYSE: KSS) and Kohls.com. Spears will appear in the Candie's only at Kohl's marketing campaigns throughout 2010.

Commenting on the partnership, Britney Spears stated, "I had a great experience working with Candie's and Kohl's last year and I am thrilled to be asked to sign on again for a second year. We're planning some very cool photo shoots and I can't wait for my fans to see them."

Dari Marder, chief marketing officer, Iconix stated, "We had such a successful year with Britney in 2009 that we wanted to keep the momentum going and offer our Candie's customers new, exciting campaigns with Britney in 2010. Britney has been a great partner, truly embracing the brand, and we know her fans worldwide will love what we have coming next."

Julie Gardner, Kohl's executive vice president and chief marketing officer, stated, "We are excited to have Britney Spears represent the Candie's brand for another year and are confident this year's campaign will be another success. Our customers embraced Britney as the face of Candie's and know they can count on the brand to deliver quality and style at a great value."

Details on the spring 2010 Candie's Only at Kohl's marketing campaign will be released next month.

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."

Britney Spears recently wrapped her world tour, "The Circus Starring Britney Spears", which Candie's and Kohl's were associate sponsors. "The Circus Starring Britney Spears" tour started in Britney's home state of Louisiana in March 2009 and was the # 4 highest grossing tour of the year bringing in a total of \$83 million.

**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.