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**ICONIX BRAND GROUP, INC. UNVEILS CANDIE'S SPRING 2011 ADVERTISING
CAMPAIGN FEATURING ACTRESS VANESSA HUDGENS**

New York, New York—January 26, 2011 - Iconix Brand Group, Inc. (NASDAQ: ICON) unveiled today its spring 2011 multi-media advertising and marketing campaign featuring actress Vanessa Hudgens for its junior brand, Candie's®. Vanessa Hudgens is an award-winning actress and recording artist known for her starring role in the *High School Musical* movie series. Hudgens is following the highly successful Candie's campaigns with superstar Britney Spears. Candie's is sold exclusively at Kohl's Department Stores nationwide (NYSE: KSS) and Kohls.com.

"Ever since I saw Fergie do the ads for Candie's, I fell in love. It's such an honor to be a Candie's girl," commented Vanessa Hudgens. She added, "We had a blast shooting the campaign, one of my favorite sets was using the diner countertop as a runway, it's definitely not every day I get to do that."

The campaign was shot at the Pink Motel in Sun Valley, CA by fashion photographer Tony Duran. In classic Candie's style, Hudgens poses playfully in the motel's diner dancing on the counter, outside with a neon sign holding balloons and in one of the motel's rooms having a pillow fight. The marketing campaign was created by the Iconix in-house marketing team.

Dari Marder, chief marketing officer, Iconix Brand Group, stated, "Candie's enjoyed a fantastic partnership with Britney Spears these past two years and for 2011, we proudly introduce our newest Candie's girl, Vanessa Hudgens, ushered in by none other than Britney herself. The campaign creative was inspired by Twitter with Vanessa offering fans behind the scenes-like photos and sound bites about each shot."

The campaign will debut in March issues of fashion and lifestyle magazines such as *Seventeen*, *Teen Vogue* and *Cosmopolitan* and Kohl's marketing vehicles such as outdoor billboards, in-store graphics, tab, online and direct mail.

Julie Gardner, Kohl's executive vice president and chief marketing officer, stated, "Vanessa Hudgens is relevant in today's pop culture and a style icon. We are very excited to feature her in our spring Candie's campaign and are confident she will resonate with our young shoppers who want great style at a great value."

Hudgens will make personal appearances on behalf of Candie's as well as attend a launch party for the brand. She will star in the upcoming films *Beastly* and *Sucker Punch* this spring.

While serving as the Candie's spokesperson, Vanessa will be tweeting from the Candie's Twitter page, giving Candie's followers a behind the scenes glimpse into her world. Her tweets will all contain a "- Vanessa" at the end. To follow Vanessa and Candie's follow @Candiesbrand on Twitter and become a fan of Candie's on Facebook at www.facebook.com/candies.

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

About Iconix Brand Group, Inc: Iconix Brand Group, Inc. 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), MATERIAL GIRL(TM) and PEANUTS (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 worldwide. Through its in-house business development, merchandising, advertising and public relations departments Iconix manages its brands to 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 1,089 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(R) cause merchandise 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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