

**CANDIE'S DEBUTS SPRING MARKETING CAMPAIGN STARRING ACTRESS,
LEA MICHELE**

New York, New York—January 25, 2012 - Iconix Brand Group, Inc. (NASDAQ: ICON) announced today that actress and singer Lea Michele will appear in its Candie's®, Only at Kohl's Spring 2012 multi-media marketing campaign. Best known for her role as Rachel Berry on the Golden Globe Award winning television series, *Glee*, Lea Michele will star in Candie's national print, online, outdoor and in-store marketing campaign. Candie's is sold exclusively at Kohl's Department Stores nationwide (NYSE: KSS) and Kohls.com. Lea joins the list of famous Candie's spokespeople including Britney Spears, Fergie, and others.

Lea Michele has received People's Choice Award for Favorite TV Comedy Actress and the Screen Actors Guild Award for Best Actress in a Series, Comedy or Musical and has also received Golden Globe, Emmy, and Teen Choice Award nominations.

"Candie's is such an iconic brand and I am so happy to be working with them," said Lea Michele. "The concept for the new Candie's at Kohl's campaign is about enjoying being at home, feeling relaxed, comfortable and happy," continued Lea Michele.

Commenting on past Candie's campaigns, Lea Michele stated, "Britney Spears is definitely my favorite past Candie's girl, her campaigns were gorgeous."

The campaign titled, "Hangin' At Home" features Lea causing a stir in the kitchen, glamorously lounging by the pool and being playful in her bedroom. The creative gives consumers a behind the scenes look at Lea's everyday life at home.

Dari Marder, chief marketing officer, Iconix Brand Group stated, "Everyone is obsessed with Glee, especially Lea Michele and so are we. We are thrilled to announce Lea as the face of Candie's for 2012."

The multi-media campaign will debut in March issues of fashion and lifestyle magazines such as *Seventeen*, *Teen Vogue* and *Cosmopolitan*, as well as online, outdoor and in Kohl's marketing vehicles.

Julie Gardner, Kohl's executive vice president and chief marketing officer, stated, "Lea Michele is a recognizable star and relevant in today's pop culture. We are excited to announce her as the new Candie's girl and confident she will resonate with our young shoppers who want great style at a great value."

The campaign creative was developed by Iconix in-house marketing team and photographed at a private residence in Beverly Hills, CA by fashion photographer Yu Tsai.

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), ZOO YORK (R), WAVERLY (R) and SHARPER IMAGE (R). In addition, Iconix owns an interest in the ARTFUL DODGER (R), ED HARDY (R), ECKO (R), MARC ECKO (R), MATERIAL GIRL (TM), TRUTH OR DARE (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. With a commitment to environmental leadership, Kohl's operates 1,127 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$180 million for children's initiatives nationwide through its Kohl's Cares® 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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Contact:

Anny Shames
Iconix Brand Group
Public Relations Director
212.730.0030/ ashames@iconixbrand.com

Vicki Shamion
Kohl's Department Stores
Senior Vice President of Public and Community Relations
262.703.1464/Vicki.shamion@kohls.com