

LEA MICHELE DEBUTS HER FIRST EVER CANDIE'S COMMERCIAL

Commercial To Debut on Networks Nationwide To Promote Back-To-School Collection Available Exclusively at Kohl's

New York, New York—July 11, 2012 - Iconix Brand Group, Inc. announced today it will continue its relationship with actress, Lea Michele for its juniors brand, Candie's®. This marks the second season Lea Michele will partner with Candie's, and will appear in its back-to-school marketing campaign and star in her first television commercial for the brand, exclusively sold at Kohl's Department Stores nationwide (NYSE: KSS) and Kohls.com.

Lea Michele commented on the campaign, "The idea behind the commercial is very cute--I'm walking down the street, pass by a Kohl's store and this amazing pair of Candie's shoes in the window catch my eye. Well, there just so happens to be a stock boy working in the window, and while I'm staring at the shoes, falling in love with them, he thinks I'm looking and falling in love with him, but girls love their shoes so...."

The marketing campaign titled, "You're The One" is set to the iconic song, *Love is Strange*, by American R & B duo, Mickey & Sylvia. The commercial will debut in mid-July on networks nationwide, and the print ads will debut in August issues of fashion and lifestyle magazines such as *Seventeen* and *Teen Vogue*, as well as online, outdoor and in Kohl's marketing vehicles.

Dari Marder, chief marketing officer, Iconix Brand Group stated, "Lea has been and continues to be a wonderful partner for Candie's. Our Candie's consumers, who are already huge fans of Lea's, are going to love this flirty television commercial."

The campaign creative was developed by Iconix in-house marketing team and shot at Paramount Studios in Los Angeles, CA by fashion photographer, Yu Tsai and Chris Applebaum directed the television commercial.

"The ads featuring Lea and the Candie's brand represent today's pop culture," Julie Gardner, Kohl's executive vice president and chief marketing officer, stated. "We feel the multi-media marketing campaign will showcase the on-trend styles available only at Kohl's stores nationwide and Kohls.com. Young shoppers will be delighted to find the season's hot styles, all at an incredible value."

Best known for her role as Rachel Berry on the Golden Globe Award winning television series, "GLEE", Lea Michele has also received the 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.

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 Department Stores

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 1,134 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 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, or join the discussion on Facebook<http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

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