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## **Kohl's Department Stores and Iconix Brand Group Announce New Agreement to Exclusively Offer MUDD Branded Apparel, Accessories, Jewelry and Domestics**

### *Kohl's Continues to Expand Exclusive Collections at Great Value*

MENOMONEE FALLS, Wis., December 10, 2008 – [Kohl's Corporation](#) (NYSE:KSS) and Iconix Brand Group, Inc., (NASDAQ: ICON) (“Iconix”) today announced a multi-year licensing agreement naming Kohl's as the exclusive U.S. retailer – with license to design and produce – MUDD apparel, accessories, jewelry and domestics, beginning July 2009. This partnership expands Kohl's current MUDD merchandise assortment in Kohl's stores nationwide and Kohls.com. This exclusive agreement aligns with Kohl's strategy of offering exclusive world class brands to shoppers nationwide.

“We're pleased the agreement with Iconix, one of our valued business partners, will enhance the MUDD brand's presence in store and grow our portfolio of exclusive offerings,” said Don Brennan, senior executive vice president for Kohl's Department Stores. “While the economy remains challenging, we know our exclusive, world class brands are resonating with customers and giving shoppers one more reason to embrace Kohl's as their destination for inspiring, relevant and affordable merchandise.”

The MUDD collection is fresh, hip, casual and offers on-trend colors, styles and washes at a great price. Kohl's currently carries the brand's girl's and junior's bottoms, footwear and jewelry. The collection will expand to include girl's and junior's apparel, intimate apparel, sleepwear, and accessories.

Neil Cole, chairman and CEO of Iconix commented, “This partnership will transform MUDD into a total lifestyle concept and provide Kohl's with yet another powerful national brand that has over 90 percent awareness. We have experienced the power of Kohl's with our Candie's exclusive license agreement which has been expanded into over 30 product categories across the store. We look forward to similar long term growth and expansion for the MUDD business.”

Kohl's will lead the product design, manufacturing, production, distribution, sales and marketing of the MUDD collection. Under the agreement, Kohl's does not have the exclusive rights to MUDD footwear.

MUDD is the latest collection to be added to Kohl's existing line-up of exclusive world class brands which includes names like Simply Vera Vera Wang, ELLE Contemporary Collection, Chaps, Abbey Dawn designed by Avril Lavigne, Candie's, daisy fuentes, FILA SPORT and Food Network.

**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. Kohl's operates 1,004 stores in 48 states. A company committed to the communities it serves, Kohl's has raised more than \$102 million for children's initiatives nationwide through its Kohl's Cares for Kids<sup>®</sup> philanthropic program. For a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).

**About Iconix**

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). 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.

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