

FOR IMMEDIATE RELEASE

**OP ANNOUNCES MULTI-CELEBRITY MARKETING CAMPAIGN**

*AnnaLynne McCord, Sophia Bush, Solange Knowles, Joel Madden, Brody Jenner, Cody Linley and Bow Wow to Appear in the Brand's Spring Campaign*

(New York) April 8, 2009 —Iconix Brand Group, Inc. (NASDAQ: ICON) (the “Company”) announced today that AnnaLynne McCord, Sophia Bush, Solange Knowles, Joel Madden, Brody Jenner, Cody Linley and Bow Wow will star in the print, outdoor and online marketing campaign dubbed “Summer of Music” for the Company’s brand, Op®. The television, film and music personalities appear in the campaign which will debut this month in fashion, lifestyle and entertainment magazines and online at [www.op.com](http://www.op.com).

To create the “Summer of Music” campaign the brand produced a live Good Charlotte concert on Westward Beach in Malibu, CA as the backdrop of the photo shoot. The creative showcases the cast of Op celebrities enjoying the Good Charlotte concert on the beach in typical laid back Op style. The campaign showcases the new spring and summer Op collections, which are exclusively available at Wal-Mart and [www.walmart.com/op](http://www.walmart.com/op) in the United States, Canada and Mexico.

AnnaLynne McCord stated, “It’s a fun shoot to get together with all these actors and entertainers and get to do something where we are having a good time and be in fun clothes. I love the pink bathing suit and the little t-shirts and shorts, they were my favorites from the shoot.”

Joel Madden said, “When they asked if I wanted to be involved, I was like definitely! Op is a classic California skating and surfing brand. It’s very cool for us. It’s a natural, easy collaboration for Good Charlotte. We don’t get to play a lot of shows on the beach so it’s cool to be here today playing on the beach for Op.”

Dari Marder, Chief Marketing Officer, Iconix Brand Group, Inc., commented, “We enlisted diverse stars from the worlds of television, film and music and threw in a live Good Charlotte rock concert to create the ‘Summer of Music’ campaign. Op is all about good friends, good times and great casual clothing.”

Bow Wow added, “Op is a brand that’s been around longer than I have. I am excited to be a part of the ‘Summer of Music’ campaign and show a fresh new side of Op.”

“Being from California, I basically grew up wearing OP. It’s really cool for me to now be part of their new campaign,” said Brody Jenner.

The campaign was shot by photographer Larry Bartholomew who is known for his candid shooting style and lifestyle shots. In addition to the campaign, the celebrities will host a launch party in California later this summer and make personal appearances on behalf of the brand.

Op’s ‘Summer of Music’ campaign will be featured as a pull-out calendar in various magazines and the brand will be participating in music festivals and other music driven activities throughout the summer.

In 2008, Op re-launched with a highly successful national ad campaign featuring Rumer Willis, Kristin Cavallari, Christina Milian, Josie Maran, Pete Wentz, Corbin Bleu and Wilmer Valderrama. The Op collection is available exclusively at Wal-Mart.

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). 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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