

FOR IMMEDIATE RELEASE

OP UNVEILS ITS “BACK TO COLLEGE” MARKETING CAMPAIGN

Featuring Multiple Celebrities Including Cory Monteith, Jessica Szohr, and Dianna Agron

New York, New York – June 16, 2010 - Iconix Brand Group, Inc. (NASDAQ: ICON) (the “Company”) today unveiled its fall 2010 “Back to College” multi-media marketing campaign for its Op® brand. The campaign features actress Jessica Szohr of the CW’s *Gossip Girl*, R&B singer Cassie, actors Dianna Agron and Cory Monteith of the Fox hit show *Glee* and actor Trevor Donovan of the CW’s *90210*. The national campaign will debut this August in fashion, lifestyle and entertainment magazines such as *Teen Vogue*, *Seventeen* and *Cosmopolitan*, outdoor and online at www.op.com.

Cory Monteith stated, “My favorite pieces are the hoodies, the fall clothing is great. You can wear Op in a casual way or when you go out.”

Commenting on the Op fall collection, Dianna Agron said, “I love the plaid shirts! All of the fall clothing from Op is perfect for hanging out on campus.”

“Op is very affordable but is also really fashionable. It’s great that you can be in style but not spend a ton of money on your outfit,” Jessica Szohr added.

The Op fall campaign represents the authentic college lifestyle and was photographed on the famed UCLA campus by photographer Larry Bartholomew. The campaign creative showcases the Op celebrities at a dorm movie night, hanging out on campus and in the hallway between classes.

“What better place to shoot the Op ‘Back- To-College’ campaign than the iconic UCLA campus. The fall creative represents the laid-back, cool California vibe that is synonymous with the Op brand,” commented Dari Marder, Chief Marketing Officer, Iconix Brand Group, Inc. Marder added, “We have a great mix of talent this season; Jessica, Dianna, Cory, Cassie and Trevor truly enjoyed hanging out together and had a natural chemistry as a group.”

The Op cast is wearing the fall Op collection of juniors and men’s apparel and accessories in the campaign, which is exclusively available at Walmart in the United States and online to www.walmart.com. In addition, the Op cast of celebrities will host a launch party in Los Angeles in early July and make personal appearances on behalf of the brand.

For exclusive behind the scenes photos and video, please visit www.op.com.

If you are a member of the media, please visit www.magicbulletmedia.com/MNR/Opbacktocollege for downloadable video and photos.

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). In addition, Iconix owns an interest in the ARTFUL DODGER (R), ED HARDY (R), ECKO (R), MARC ECKO (R), ZOO YORK (R), MATERIAL GIRL™, 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 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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