

FOR IMMEDIATE RELEASE

MADONNA, ICONIX BRAND GROUP AND MACY'S LAUNCH MATERIAL GIRL

- *Actress and Musician, Taylor Momsen, to Appear in Fall Campaign*
- *Madonna, Lola and Taylor Momsen to Make Special Appearances at Macy's*

New York, New York– July 28, 2010 – MG Icon, the joint venture between Madonna and Iconix Brand Group, Inc. announced its Fall 2010 marketing campaign for its newly created junior brand Material Girl, available exclusively at Macy's. The multi-media marketing campaign features actress and musician, Taylor Momsen, and will appear nationwide in print, cinema, outdoor, online and in-store. Momsen currently stars in The CW hit show, *Gossip Girl* and fronts the rock band, The Pretty Reckless.

Madonna stated, "Taylor has a cool sense of style that's unique and fits with the Material Girl look."

Taylor Momsen stated, "I'm psyched to be the face of Material Girl! For one, it's Madonna so you know it's gonna be cool and working with Madonna and Lola has been an unbelievable experience. They have such great sense of style, each brought their personal touch to the styling for the campaign." Momsen added, "A Material Girl can be anyone you want, it's all about making the style your own, that's what is cool about it."

The collection will launch exclusively in select 200 Macy's stores across the country and on www.macys.com on August 3rd for the back-to-school season. To support the launch, a national advertising campaign will appear in August and September issues of fashion, lifestyle and entertainment magazines such as *Teen Vogue*, *Seventeen*, *Nylon* and *Cosmopolitan* amongst others, be heavily integrated online and appear in cinemas throughout the summer. The Fall campaign follows a highly successful teaser campaign asking the question, "Who's That Girl?" Taylor was recently revealed as the celebrity muse chosen by Madonna and Lola. The campaign was shot on the streets of Brooklyn, New York by famed photographer, Tom Munro.

To celebrate the launch of Material Girl on August 3rd, Taylor Momsen will make a special appearance at Macy's Herald Square in New York and perform live. Lucky consumers and fans will be able to watch the acoustic performance in the junior department on the 4th floor and take photos with Momsen from 5-7 pm. Additionally, select Macy's stores across the country will host Madonna-esque in-store events to engage loyal fans and fashionistas nationwide.

Madonna and Lola, who are very involved creatively in the Material Girl brand, will make a special appearance at Macy's Herald Square to celebrate the launch on September 22nd. In addition, Lola meets regularly with the design teams to work on the collection and blogs frequently about her experiences on "Material World, a fashion blog for the Material Girl." Visit <http://blog.materialgirlcollection.com> to read Lola's entries.

Dari Marder, chief marketing officer, Iconix Brand Group, Inc., commented, "Taylor is a Material Girl, she has the ability to carry off numerous looks- edgy, rocker, flirty - which is exactly what the brand represents. It's all about expressing your own individual style." Marder added, "Madonna and Lola were very involved in the creative process, from choosing Taylor and

suggesting photographers, to attending the photo shoot and working closely together on set, ensuring the looks were styled perfectly.”

Martine Reardon, executive vice president of marketing, Macy’s, stated, “The star power of this line-up is remarkable -- fashion designed with Madonna and Lola, a trend-setting celebrity like Taylor as the muse, and an iconic brand like Macy's as the exclusive retailer. The 'Material Girl' teaser campaign has created great buzz about the launch of this brand, and we are excited to unveil the full effort as we gear up for the official launch on August 3rd.”

The Material Girl collection is designed in collaboration with Madonna and her daughter Lola, along with Iconix Brand Group's in-house fashion department.

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) 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(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 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.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

For Macy’s media materials, images and contacts, please visit our online pressroom at www.macys.com/pressroom.

About Madonna

Madonna, a multi-Grammy winning artist, cultural icon, Rock and Roll Hall of Fame inductee, director, producer, documentarian, children's book author, video visionary and humanitarian has sold over 200 million albums in the course of her unparalleled career in the entertainment business. Her recent "Sticky and Sweet" Tour was the most successful concert tour by a solo artist in history.

###

Contact:
Maria Dolgetta
VP, Public Relations
212.819.2084
mdolgetta@iconixbrand.com