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Pretty Little Liars and Ravenswood Star Tyler Blackburn Gets "Exposed" in Naked Campaign

Actor Latest to Join Naked Brand Group's Celebrity Campaign

VANCOUVER, BRITISH COLUMBIA -- (Marketwired) -- 12/19/13 -- Editor's Note: There is a photo associated with this release.

Naked Brand® Group Inc. (the "Company" or "Naked") (OTCQB: NAKD) is pleased to announce that the next installment of its celebrity campaign, Exposed, featuring Pretty Little Liars and Ravenswood actor Tyler Blackburn. Blackburn's Exposed profile follows on the heels of the campaign's successful first installment featuring Dallas' Josh Henderson.

The campaign consists of a video interview where Blackburn playfully discusses his views on what it means to be "naked" along with a photo shoot with celebrity photographer Walid Azami. Dressed in Naked® product, Blackburn is captured at the edge of a pool, playing a guitar and lounging comfortably in a modern California home. The 27-year-old actor declares, "Naked translates to being really raw, being open, and making yourself available for truth."

Naked President and CEO Joel Primus states, "Tyler is a guy who goes after life but also knows how to chill out and be comfortable. We respect that about him and that's why he was a perfect fit for our Exposed campaign." Primus continues, "Tyler's shoot was a lot of fun. He was incredible to work with and willing to take risks - he literally dove into the task."

About Tyler Blackburn

Tyler Blackburn is an actor currently playing the role of Caleb Rivers on ABC Family's spin-off Ravenswood, which premiered on October 22nd. Previously Blackburn played the same character on the hit series Pretty Little Liars.

About Exposed

Exposed offers celebrities the opportunity to showcase their off-screen personalities while modeling some of Naked's key pieces. The content is aimed at creating meaningful ties between the company's products and the celebrities' fashion sensibilities. In addition to furthering the company's sexy and sophisticated brand messaging, the new content will

grow the brand conversation online, driving awareness of the company, the brand, and its products.

About Naked® Brand Group, Inc.

Naked is one of the world's most luxurious and environmentally conscious underwear brands. Each smooth and light-weight garment seamlessly forms to your body making you feel like you're wearing nothing at all. Naked underwear and undershirts are sold in high-end boutiques department stores and ecommerce sites throughout North America including Nordstrom, Holt Renfrew, Boy's Co, HR2, Hisroom.com, Internationaljock.com, Freshpair.com and Amazon.com. A donation from every purchase helps to support Project World Citizen, a charity driven to empower and educate the children of Ghana. Naked has garnered tremendous media exposure having been featured on The View, Esquire, ABC, FOX LA, WWD, Men's Health, (ET) Canada and on The Dragons' Den.

To view the photo associated with this release, please visit the following link:

<http://www.marketwire.com/library/20131218-918743b.jpg>

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