

February 19, 2013



## **Recognized Sales Strategist, Brian Johnson, to Head-Up North American Sales for Naked Brand Group Inc.**

### **Brian Johnson Brings Extensive Sales Experience to Key Leadership Role Having Successfully Launched Bjorn Borg Into the United States**

VANCOUVER, BRITISH COLUMBIA -- (Marketwire) -- 02/19/13 -- Naked Brand Group Inc. ("Naked" or the "Company") (OTCQB: NAKD) is pleased to welcome Brian Johnson to the position of senior sales strategist and account manager for its line of luxury innerwear. He is a prominent industry veteran with a demonstrated track record of success. He will begin his position immediately, joining Naked during a continued period of rapid growth. His day-to-day responsibilities will include managing all sales and distribution channels, opening new key accounts throughout North America and coordinating all marketing activities.

Joel Primus, President of Naked states, "Brian's expertise in launching new underwear brands is second to none. There is an incredible opportunity in the market right now, and Brian is here to help us maximize those opportunities." He goes on to say, "He is a powerhouse in the industry, having successfully launched Bjorn Borg's line of underwear into the United States, a company with 2011 sales of over \$82 Million."

Brian has over 10 years of experience in global distribution, brand launches and management of high-profile national accounts. For the past eight years, he has been solely focused on the underwear industry in North America and Europe, having managed the successful launch of Bjorn Borg's line of underwear in the United States. In his first year working with Bjorn Borg he opened over 50 doors and managed over 100 high-profile national accounts including Nordstrom, Urban Outfitters, Simons and American Rag.

Brian Johnson states, "I'm extremely excited about the Naked Brand and believe it has uniquely positioned itself with an innovative image and superior style and quality. Naked fills an unmet need in the market and I believe it will become one of the biggest underwear lines in the world."

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® is sold in over 157 locations across North America including Nordstrom, Holt Renfrew, Boys'co, Kitson, Akira and [Freshpair.com](http://Freshpair.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, ABC, FOX LA, (ET) Canada and on The Dragons' Den.

### Forward-Looking Statements

This press release contains "forward-looking statements" that involve risks, uncertainties and assumptions, such as statements regarding opportunities the Company expects may result as a result of its relationship with Brian Johnson. In many cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "outlook," "believes," "intends," "estimates," "predicts," "potential" or the negative of these terms or other comparable terminology. These forward-looking statements are based on management's current expectations but they involve a number of risks and uncertainties. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of risks and uncertainties, which include, without limitation: an economic downturn or economic uncertainty in the Company's key markets; the Company's inability to effectively manage the growth and the increased complexity of its business as a result of the Closing; the company's highly competitive market and increasing competition; the Company's inability to deliver its products to the market and to meet customer expectations due to problems with its distribution system; the Company's failure to maintain the value and reputation of its brand; and other risk factors detailed in the Company's public filings. You are urged to consider these factors carefully in evaluating the forward-looking statements contained herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by these cautionary statements. The forward-looking statements made herein speak only as of the date of this press release and, except as required by applicable laws, the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

#### Contacts:

Naked Brand Group Inc.

Joel Primus

President & CEO

Toll Free: 1-877-592-4767

[joel@thenakedshop.com](mailto:joel@thenakedshop.com)

[www.thenakedshop.com](http://www.thenakedshop.com)

Source: Naked Brand Group Inc.