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## **The World's Largest Men's Magazine, Menshealth.com, Features Naked's Premium Line of Men's Underwear in Its Spring Style Guide**

VANCOUVER, British Columbia, March 22, 2013 (GLOBE NEWSWIRE) -- Naked Brand Group Inc. (OTCQB:NAKD) (the "Company" or "Naked") is pleased to announce that Men's Health selected its Naked Boxer Brief for its online guide, "Affordable Spring Style Guide 100 under \$100", on March 20<sup>th</sup>, 2013. The feature can be viewed at: <http://www.menshealth.com/style/under100underwear>

Men's Health explains that the Naked® Boxer Brief "Keep[s] everything in its place during your circuit training workout". One of Naked®'s core values is to understand men's needs in terms of comfort and support for their active lifestyles and is extremely proud to have been featured in Men's Health.

Joel Primus, CEO and President of Naked®, explains, "We are proud of the exceptional fit and comfort of our products so to be recognized for this by [Menshealth.com](http://www.menshealth.com), the largest men's magazine in the world, is extremely exciting for the brand and our retail partners. This is our second Men's Health feature in two months and we are thrilled with the loyalty and exposure."

Naked®'s products are highly versatile for the modern man and are not only recognized for the benefits of wearing them to the gym. On February 8<sup>th</sup>, 2013 in a Menshealth.com News article entitled "What Your Underwear Says About the Economy", the Naked® Boxer Brief was also featured as being "perfect under any suit because of the smooth construction, minimalist waistband, and form-fitting design, eliminating the 'manty line'".

About [Menshealth.com](http://www.menshealth.com)

Menshealth.com is the men's guide to fitness, sex, women, workouts, weight loss, health, nutrition and muscle building from the world's largest men's magazine. 1,836,431 unique visitors per month.

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 157

locations across North America including Nordstrom, Holt Renfrew, Boys'co, Akira, Kitson and [Freshpair.com](http://Freshpair.com). Naked® has been featured on The View, Entertainment Tonight (ET) Canada and on The Dragons' Den.

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Source: Naked Brand Group Inc.