

April 17, 2013



Apparel Industry Veteran, Brad McCann, Joins Naked Brand Group Inc.'s Advisory Board

VANCOUVER, British Columbia, April 17, 2013 (GLOBE NEWSWIRE) --**Naked Brand Group Inc. (the "Company" or "Naked")** (OTCQB:NAKD) is pleased to announce that Mr. Brad McCann has joined the Company's Advisory Board. Mr. McCann is a vision-driven executive with an impressive 27-year record of achievements in the apparel industry. He has successfully developed and executed top selling product lines, high-level product launches, innovative marketing strategies, and global branding initiatives.

In 1989, Mr. McCann recognized an opportunity to develop a line of clothing catering to the emerging new sport of snowboarding. He founded the pioneering snowboard apparel brand, Concept Snowboard Clothing and grew it into a global market leader.

In 2003, Mr. McCann launched Platform Product Solutions, an industry-leading full-service design company specializing in apparel and accessory solutions for the snow sports, performance sports, outdoor, medical, military, and active lifestyle markets. Platform works with a diverse group of global clients ranging from the world's leading brands and retailers to emerging brands of the future. Clients include: Naked, Smith&Wesson, Timberland, LG Korea, Under Armour, Simms Fishing Products, Intersport International, FGL Sports, Canadian Tire, and Mark's.

Mr. McCann comments, "Through my company's involvement with Naked® I have had the opportunity to get to know the extraordinary people behind the Company and watch them execute on their vision first-hand. My team is very excited to play a part in the Naked® success story, and I personally am honored to have been asked to join their advisory board."

Joel Primus, President & CEO of Naked states, "Mr. McCann is a legend in the fashion industry and we are honored to have him join our team. His leadership and guidance will be tantamount as we look to expand our brand into other verticals."

Mr. McCann serves as a regular contributor for London-based *Worth Global Style Network* (WGSN.com), the world's leading online research, trend analysis and news service for the many interrelated fashion, style, and sport industries. He has also served on panels as a worldwide authority on apparel design and marketing.

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 and department stores throughout North America including Nordstrom, Holt Renfrew, Boys'co, Kitson, Akira and 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 the agreement with Brad McCann. 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.

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