

November 24, 2015



Naked and NBA Champion Dwyane Wade Launch The Naked Truth(TM) Campaign

NEW YORK, NY -- (Marketwired) -- 11/24/15 -- [Naked Brand Group, Inc.](#) (OTCQB: NAKD) ("Naked" or the "Company"), an innovative inner fashion and lifestyle brand, today announces the launch of The Naked Truth™ marketing and advertising campaign featuring brand partner and NBA Champion [Dwyane Wade](#). The Naked Truth™ campaign expresses the core brand philosophy of Naked, "the freedom to be you," by celebrating the character, experiences and life philosophy of accomplished individuals like Wade who will serve as "Truth Tellers" and exemplify Naked's brand ideals of freedom and authenticity.

"At the heart of Naked is a philosophy about living true to yourself," says Carole Hochman, Chief Executive Officer and Chief Creative Officer of Naked. "As an athlete, father and champion, Dwyane Wade embodies all of the characteristics of an inspirational truth teller that we want to highlight with The Naked Truth campaign."

"Freedom, authentic personal achievement, success on your own terms, these are the ideals Naked is celebrating with the Naked Truth campaign," adds Dwyane Wade. "These are big, important ideas that really mean something to me and I hope to inspire people to stay true to themselves and live a life they'll be proud of."

The Naked Truth™ campaign, which will feature image and video driven content, will be hosted on the brand's The Naked Truth™ microsite on www.wearnaked.com/thenakedtruth as well shared broadly through digital, social and other media platforms. From the outset, the campaign, developed by Case Study Brands, Naked's Agency of Record, "will engage consumers via social and digital media to explore the ideas underlying the brand and experience the products that express the brand's mission. The campaign will also tie into The Naked Truth™ messages and catchphrases already incorporated in Naked's products and product packaging," says Case Study Brands co-founder and CEO, Nicole Enslein.

"We developed the campaign to bring the Naked brand story to life and engage people in a powerful, thoughtful way," says Sara Allard, co-founder and Chief Creative Officer, Case Study Brands. "To be naked is to be comfortable, unencumbered and free. To be Naked is to be yourself. The Naked Truth™ campaign will invite you to see a deeper side of inspirational 'Truth Tellers' like Dwyane Wade. Even more, it will ask you to write your own story, to challenge yourself to ask what is most important to you: What is your Naked Truth?"

Consumers will be given the opportunity to share their own truths through the Naked website to receive exclusive promotions and discounts on product. After Dwyane Wade's initial launch in November, new "Truth Tellers" will continue to be unveiled including actor Arjay Smith, social media influencer Joseph Knoop and Patrick Rummerfield, the first spinal

cord injury quadriplegic to recover full physical mobility. Naked plans for The Naked Truth™ campaign to grow over time to feature men and women across a range of life stories and perspectives.

ABOUT NAKED

Naked was founded on one basic desire, to create a new standard for how products worn close to the skin fit, feel and function. Naked has a strong and growing retail footprint for its innovative and luxurious men's innerwear products in some of the best online and department stores in North America including Nordstrom, Hudson Bay, Holt Renfrew, Amazon.com, BareNecessities.com and many more. In 2014, renowned designer and sleepwear pioneer Carole Hochman joined Naked as Chief Executive Officer, Chief Creative Officer and Chairwoman with the goal of growing Naked into a global lifestyle brand. In June 2015, Naked announced a strategic partnership with NBA Miami HEAT star Dwyane Wade. The 3-time NBA Champion, 11-time All Star and Olympic Gold Medalist joined the company's Advisory Board and will serve as Creative Director for a signature "Wade x Naked" collection of men's innerwear launching 2016. Naked is now headquartered in New York City and plans to expand into other apparel and product categories that can exemplify the mission of the brand, such as activewear, swimwear, sportswear and more.

ABOUT DWYANE WADE

Dwyane Wade is a three-time NBA Champion (2006, 2012, 2013) and eleven-time All-Star selection with the Miami HEAT. In 2006, three years after first joining the HEAT as the No. 5 overall Draft pick, he led the team to Miami's first-ever NBA Championship and was named MVP of the Finals. In 2012 and 2013, Dwyane won his second and third NBA Championships. In 2004, he created the Wade's World Foundation, which provides support to various educational, health and family service programs, in particular those that benefit underserved communities in Miami and his hometown of Chicago. In 2011, Wade was appointed to President Obama's Fatherhood Task Force. In September 2012, he became a New York Times Best-Selling author, with the release of his first book, A FATHER FIRST: How My Life Became Bigger than Basketball. Dwyane has fashion partnerships with Hublot, Stance, The Tie Bar, and serves as Chief Brand Officer for Li-Ning.

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Source: Naked Brand Group, Inc.