

March 9, 2016



Naked to Present at the ROTH Financial Conference

NEW YORK, March 09, 2016 (GLOBE NEWSWIRE) -- [Naked Brand Group, Inc.](#) (NASDAQ:NAKD) ("Naked" or the "Company"), an innovative inner fashion and lifestyle brand, today announced that Joel Primus, President & Founder, will present at the Annual ROTH Conference at The Ritz Carlton in Orange County, California on Tuesday, March 15th at 4:00pm PDT in Plaza Room Red.

As an event co-sponsor, Naked will have a brand representative available at Booth 28 where conference attendees can visit to learn more about Naked products.

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's women's and men's collections are available at www.wearnaked.com and 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, Bloomingdale's, Dillard's, 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 is the Creative Director for a signature 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.

<http://www.nakedbrands.com/>

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Source: Naked Brand Group, Inc.