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Naked Brand Group Inc. Launches Redesigned Website Offering Improved Shopping Cart and Enhanced Customer Experience

VANCOUVER, British Columbia, March 5, 2013 (GLOBE NEWSWIRE) --**Naked Brand Group Inc.** (OTCQB:NAKD) is pleased to announce the launch of its new interactive website, making their entire line of luxury underwear and loungewear available for online purchase at www.thenakedshop.com. Now, just a click away, the all-inclusive Naked® experience is literally at your fingertips. The website's redesigned intuitive interface makes shopping online as seamless as its boxer briefs, and its free shipping in the U.S. and 100% satisfaction guarantee means there is nothing standing in the way of you and your Naked's. Since the inception of the website improvements launched on August 1st, online traffic has increased by 36% and sales have increased by 90% as at January 31, 2013.

Naked® recognizes that more and more people are shopping online. In fact, industry statistics show that e-commerce sales have grown exponentially in the last decade; from 72 billion USD in 2002, to a projected 226 billion USD by the end of this year. The numbers also show no sign of slowing down, with predicted revenues for US consumers reaching upwards of a whopping 327 billion dollars by 2016. Ultimately, Naked® set out to meet consumer needs by creating an easy-to-use, interactive online experience. The Company will continue to add innovative features to the site further enriching their online experience.

Alex McAulay, VP of Naked led the website development and comments, "Considerable thought and time has gone into the front and back-end of our new website. We looked to fashion leaders and the ecommerce platforms they were using to drive their online sales. Magento was a clear choice for us as the ecommerce platform for the world's leading brands including Tom's Shoes and Nike. By integrating this platform we're able to incorporate just-in-time inventory and allows for us to integrate with many leading fulfillment companies." McAulay goes on to say, "Online sales have gross margins of up to 75%. We will continue to shift operational expenditures to the site over the coming months to further increase sales and drive more traffic."

Online shoppers are now able to view all available products for men, and can stay up-to-date on the release of Naked's women's wear collection anticipated to launch in 2013. The site also features a convenient "Store Locator" function to help the shopper on-the-go select the nearest location from over 150 stores carrying the Naked® brand. Then scroll over to "Naked Uncovered" to watch a series of videos on the company's journey, the philosophy behind each pair of Naked® underwear and on Joel Primus, the CEO & Founder.

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 the anticipated shift in financial resources to the website. 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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