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Naked Brand Group Introduces Naked Shield™ Underwear for Men Using Circuitex™ Technology From Noble Biomaterials

Circuitex™ Technology Shown to Block 99.99% of Common Wireless Signals

NEW YORK, June 01, 2016 (GLOBE NEWSWIRE) -- [Naked Brand Group Inc.](#) (NASDAQ:NAKD) ("Naked"), an innovative inner fashion and lifestyle brand, announced the launch of its new [Naked Shield™](#) underwear for men. The Naked Shield™ is made in Canada and incorporates special fabric featuring Circuitex™ technology which provides unique wireless shielding properties. Circuitex™ based fabric has been shown in independent laboratory testing to block 99.99% of the wireless signals generated by the mobile and computing devices people use every day.

Circuitex™ technology bonds a high concentration of silver to thread to create a soft, smooth and supple fabric. The technology was developed by Noble Biomaterials, Inc. who also markets X-STATIC® Antimicrobial Technology used in [Naked Silver boxer briefs](#). The Naked Shield™ combines high performance Circuitex™ fabric with smooth Italian Microfiber and is constructed for active everyday wear with Naked's stealth waistband, seam-free design, and signature fit.

"At Naked, we are committed to exceptional form, fit and function. The Naked Shield™ with Circuitex™ technology brings a whole new meaning to function for men's underwear," said Founder, Joel Primus. "These days, we are literally inundated by signals from all our wireless devices. Guys keep cell phones in our pants pockets and sit with laptops on our laps all the time. The Naked Shield™ was designed to offer men a new layer of protection purpose-built for today's connected lifestyle, taking high performance underwear to a new level."

"Noble's technology platform is designed to meet the needs of the performance apparel market, whether that be through odor management or electro-magnetic shielding," said Jeff Keane, CEO of Noble Biomaterials. "Along with great partners like NAKED, we provide benefit-driven solutions designed to remove performance barriers that prevent people from achieving their potential in products they wear every day, in the way they like to wear them."

The Naked Shield™ retails for \$48.00 and a limited quantity first release of the high performance underwear is now available for purchase exclusively at [wearnaked.com](#)

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 growing retail footprint for its innovative and luxurious innerwear products in some of the leading online and department stores in North America including Nordstrom, Bloomingdale's, Dillard's, Soma, Saks Fifth Avenue, Amazon.com, BareNecessities.com and 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 in the future 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/>

ABOUT NOBLE BIOMATERIALS AND CIRCUITEX™

Noble Biomaterials, Inc. is a global leader in antimicrobial and conductivity solutions for soft surface applications. The company produces silver-based advanced material technologies designed for mission critical applications in the performance apparel, healthcare, industrial, and emerging wearable technology markets. Its flagship brands, X-STATIC®, XT2® and CIRCUITEX™ are used by hundreds of world-class licensees to provide odor elimination, infection prevention/management, biometric monitoring and conductive protection benefits. Its headquarters and manufacturing facilities are located in Scranton, PA, with offices in Europe, Asia and South America. www.noblebiomaterials.com

Forward Looking Statements

This news release contains forward-looking statements, which reflect the expectations of management of the Company with respect to potential future events. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, but are not limited to, statements regarding the launch and delivery of our women's intimate apparel collection and anticipated retail prices. These forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of such 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; the Company's highly competitive market and increasing competition in the market; 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; the Company's failure to raise the capital necessary to carry out its business plan and operations; and other risk factors detailed in the Company's reports filed with the Securities and Exchange Commission and available at www.sec.gov. These forward-looking statements are made as of the date of this news release, and the Company disclaims any intent or obligation to

update the forward-looking statements, or to update the reasons why actual results, performance or developments could differ from those anticipated in the forward-looking statements, except as required by applicable law, including the securities laws of the United States. Although the Company believes that any beliefs, plans, expectations and intentions contained in this news release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate.

Contact:

Company

Joel Primus

President & Founder

o: 212.851.8050

Joel.Primus@nakedbrandgroup.com

The logo for Naked Brand Group, featuring the word "naked" in a bold, lowercase, sans-serif font. The letter "k" is stylized with a horizontal bar that extends to the right and then curves downwards, resembling a lowercase "d". A registered trademark symbol (®) is located at the end of the word.

Source: Naked Brand Group, Inc.