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Naked Brand Launches Celebrity PR Campaign With 'Dallas' Star Josh Henderson

Exposed Campaign Aligns Celebrities With the Naked Brand

VANCOUVER, B.C., July 29, 2013 (GLOBE NEWSWIRE) --**Naked Brand Group Inc. (the "Company" or "Naked")** (OTCQB:NAKD) is pleased to announce the launch of its new PR campaign, *Exposed*, which features up-and-coming celebrities in a series of revealing profiles. Each profile consists of a celebrity photo shoot, video interview and testimonial, aimed at aligning the company's brand messaging with on-brand celebrity talent. Naked's first *Exposed* profile features *Dallas* star Josh Henderson.

Exposed offers celebrities the opportunity to showcase their off-screen personalities while modeling some of Naked's key pieces. The content is aimed at creating meaningful ties between the company's products and the celebrities' fashion sensibilities. In addition to furthering the company's sexy and sophisticated brand messaging, the new content will grow the brand conversation online, driving awareness of the company, the brand, and its products.

Naked President and CEO Joel Primus states, "We couldn't be more excited to be profiling Josh for the first installment of our *Exposed* campaign. As a young, ambitious guy with tons of style and confidence, it's difficult to imagine someone who better embodies our brand."

As explained by Henderson, "Being naked is all about comfort. Some people would flip it and say, 'Oh, to be naked is so embarrassing,' but for me it's just about being comfortable in your own skin, being natural and being yourself."

About Josh Henderson

Josh Henderson is an actor and musician currently starring as John Ross on TNT's hit show *Dallas*, which will be returning for its third season in January. Henderson will also be seen starring in the upcoming indie feature SWELTER.

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, 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.

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