



November 20, 2017

## Nickelodeon Partners with Danskin to Launch Line of Dance and Athleisure Wear Inspired by JoJo Siwa

### First-Ever Kids Collaboration for Danskin

NEW YORK--(BUSINESS WIRE)-- Nickelodeon announced today its partnership with Danskin, the 135-year-old heritage dance and activewear brand owned by Iconix Brand Group (NASDAQ: ICON), to launch two collections inspired by Nick star JoJo Siwa. The partnership includes *JoJo Freestyle by Danskin*, a collection of traditional dancewear, gymnastics and athleisure apparel available now exclusively in-store and online at Target, and *JoJo by Danskin*, launching in Spring 2018 at Kohl's. Both collaborations mark Danskin's first-ever foray into co-branded kids' lines.

"JoJo is a TV star, singer and social media influencer, but her first love is dancing and it's something she's still incredibly passionate about today. That's what makes this collaboration with Danskin so authentic and such a natural fit," said Jose Castro, Senior Vice President, Softlines, Nickelodeon. "Nickelodeon's partnership with Danskin allows us to venture into yet another new aisle with JoJo, while working with the most iconic name in dance apparel."

"Danskin has been integrated into the world of dance and fitness apparel for decades, and we are excited to extend the brand's connection to a younger generation through our first co-branded kids partnership with JoJo Siwa," said Jamie Cygielman, Chief Marketing Officer, Iconix Brand Group. "JoJo's fun, fearless and inspiring attitude and lifestyle rooted in dance seamlessly matches Danskin's continuing commitment to connect with and encourage young girls to dream big."

The *JoJo Freestyle by Danskin* collection, available now at Target, incorporates JoJo's vibrant personality with her signature rainbow print, bows, and inspiring graphic quotes that include "Dream, Dance, Love." *JoJo by Danskin*, available at Kohl's in April 2018, is accented with gold foil detailing and rhinestones in an array of pastel colors.

Nickelodeon's collaboration with Danskin is the latest offering in an expanding line of consumer products inspired by 14-year-old Siwa. Additional products available now span categories including accessories, apparel, arts and crafts, beauty, consumer electronics, home goods, toys and more.

Siwa can next be seen in the 91st Annual Macy's Thanksgiving Day Parade, performing on Nickelodeon's Shimmer and Shine float. Additionally, she will serve as host Nick Cannon's sidekick on Nickelodeon's Lip Sync Battle Shorties, a spinoff of Spike's Emmy-nominated global phenomenon, Lip Sync Battle. The ten-episode series, which features real-life kids lip-syncing pop songs in celebration of their favorite artists, will premiere in early 2018, with a holiday special set to air on Sunday, Dec. 3, at 7 p.m. (ET/PT).

#### About Iconix Brand Group:

Iconix Brand Group, Inc. owns, licenses and markets a portfolio of consumer brands including: CANDIE'S (R), BONGO (R), JOE BOXER (R), RAMPAGE (R), MUDD (R), MOSSIMO (R), LONDON FOG (R), OCEAN PACIFIC (R), DANSKIN (R), ROCAWEAR (R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R), WAVERLY (R), ZOO YORK (R), UMBRO (R), LEE COOPER (R), ECKO UNLTD. (R), MARC ECKO (R), and ARTFUL DODGER. In addition, Iconix owns interests in the MATERIAL GIRL (R), ED HARDY (R), TRUTH OR DARE (R), MODERN AMUSEMENT (R), BUFFALO (R), and PONY (R) brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising and public relations departments, Iconix manages its brands to drive greater consumer awareness and equity.

#### About Nickelodeon

Nickelodeon, now in its 38th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated kids' basic cable network for 22 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

View source version on [businesswire.com](http://www.businesswire.com/news/home/20171120005678/en/): <http://www.businesswire.com/news/home/20171120005678/en/>

Press:

For Nickelodeon:

Talia Yates

[Talia.yates@nick.com](mailto:Talia.yates@nick.com)

or

For Danskin:

Caroline Hawkins

[chawkins@iconixbrand.com](mailto:chawkins@iconixbrand.com)

Source: Nickelodeon

News Provided by Acquire Media