

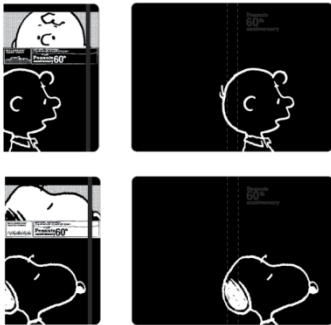
Moleskine® Presents Peanuts Limited Edition

September 2010

Moleskine®, the legendary notebook used by artists and thinkers, presents a new 2010 limited-edition notebook commemorating one of the most well-known pop-culture icons of the 20th century: Charles Schulz's **Peanuts** gang. Featuring exclusive cover art, interior art, stickers, and packaging, Limited Edition: **Peanuts** is available in a variety of sizes and rule types to accommodate any Moleskine devotee. Premier sale at www.moleskineasia.com from September, 17th, 2010 .

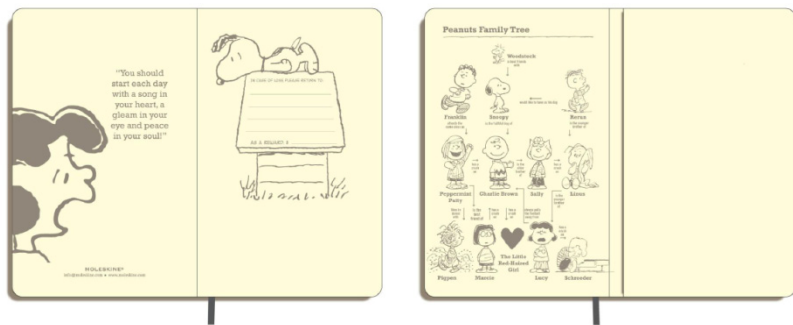


After sixty years of poignant commentary and familiar drawings, the Peanuts line of Moleskine notebooks commemorates the beloved group of characters by Charles Schulz. The focus of the line is to represent the characters' particular point of view and their continuous banter and self-expression with a black-and-white color scheme reminiscent of the daily comic strips found in newspapers and bookstores all over the world.



The back-and-forth conversations between characters played a key role in the long-term success of the Peanuts comic - in this vein, the covers of the pocket notebooks portray scenes where two characters interact and exchange views. The strong characters that define the Peanuts gang are given top billing on the covers of the large notebooks, which feature up-close shots of Snoopy and Charlie Brown on the paper bands and a side profile embossed in white on the notebook itself. On both notebooks, the classic Moleskine band and cover are embossed with the "Peanuts 60th Anniversary".

The inside cover of each notebook portrays key characters with inspiring quotes. The iconic Moleskine "In case of loss" area is personalized with Snoopy's house and Schulz's writing. In the back of the book, users will find the Peanuts family tree. The story of Moleskine and a set of Peanuts stickers (which incorporate the classic "thought bubble") are inserted in the expandable pocket for personalizing the notebook.



All paper used in the Peanuts collection, is certified by the Forest Stewardship Council (FSC), an international non-profit organization established in 1993 to promote socially and environmentally responsible management of the world's forests.



For further information on this Special Edition:

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About Peanuts Worldwide

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide LLC, a joint venture owned 80% by Iconix Brand Group, Inc. and 20% by members of the Charles M. Schulz family. Iconix Brand Group, Inc. owns, licenses and markets a growing portfolio of consumer brands including CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R), RAMPAGE (R), MUDD (R), LONDON FOG (R), MOSSIMO (R), OCEAN PACIFIC(R), DANSKIN (R), ROCA WEAR(R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R) and WAVERLY (R). In addition, Iconix owns an interest in the ARTFUL DODGER (R), ED HARDY (R), ECKO (R), MARC ECKO (R), ZOO YORK (R), MATERIAL GIRL(TM), and PEANUTS brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market 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.