



October 25, 2010

To All Shareholders:

Some of you have requested an update on the wind down and dissolution process. Please find my response to any recent inquiries on this matter:

“As I am sure you know, on July 29, 2010, NexCen's stockholders approved the sale of NexCen's assets, as well as the adoption of a Plan of Dissolution. These two matters, as well as several other related matters, were described in detail in a proxy statement that NexCen filed with the SEC on June 11, 2010. On June 14, 2011, NexCen began mailing the proxy statements to stockholders of record of NexCen as of June 4, 2010.

NexCen filed with the SEC additional information for stockholders regarding these matters on June 17, 23 and 30 and July 7, 12, 14, 15 and 20.

NexCen promptly announced the results of the stockholder meeting in a Current Report on Form 8-K filed with the SEC on June 29, 2010.

NexCen completed the sale of assets on July 30 and reported this to stockholders in a Current Report on Form 8-K filed with the SEC on August 3, 2010.

On August 31, 2010, NexCen's board of directors voted to implement the Plan of Dissolution by filing a certificate of dissolution in Delaware on September 13, 2010. On September 1, 2010, NexCen filed a Current Report on Form 8-K with the SEC to advise NexCen stockholders of this decision. The 8-K stated that the record date for any liquidating distributions to stockholders would be September 13, 2010 and that NexCen's stock transfer books would be closed on September 13.

On September 14, 2010, NexCen filed another Current Report on Form 8-K with the SEC to advise stockholders that the certificate of dissolution had been filed as

scheduled on September 13 and that the stock transfer books had been closed on that day.

The Plan of Dissolution and NexCen's expectation for the process of winding down the company and distributing any remaining funds to stockholders is described in detail on pages 66-77 of the June 11, 2010 proxy statement referred to above. A copy of the Plan of Dissolution also was attached as Annex B to the proxy statement. Pages 21-24 of the proxy statement include a discussion of various risk factors related to the Plan of Dissolution.

Consistent with its numerous public filings, NexCen is in the process of winding down the business and seeking to address outstanding liabilities, as required by Delaware law, so that it can make a distribution of any remaining amounts to stockholders. NexCen is not yet able to estimate when this process will be completed, so it cannot provide a date by which funds will be distributed to stockholders (or a more precise estimate of the amount of any distribution).

NexCen is working with XRoads Solutions Group, LLC which NexCen retained in August 2010, to help complete this process as promptly as possible.

In the proxy statement, and in other public documents that NexCen has filed with the SEC since the proxy statement, NexCen outlined its estimate of a liquidating distribution to stockholders of \$0.12-\$0.16 per share, but NexCen also has consistently noted that the timing and amount of a liquidating distribution was uncertain and subject to significant risks.

Any funds that are available to stockholders will be distributed to stockholders of record as of September 13, 2010. If you owned NexCen stock as of that date, at this time you do not need to take any action to be entitled to receive distributions whenever they are made. NexCen's stock register will reflect your ownership of NexCen shares as of September 13. When NexCen determines the timing of any distribution to stockholders, it will contact persons who were stockholders of record as of September 13, 2010 (or their brokers) and provide instructions to them regarding the distribution. At that time, stockholders may be required to surrender any NexCen stock certificates that they have (or submit an affidavit of lost certificate) in exchange for the distribution.

NexCen expects to provide stockholders with periodic updates on material developments in the wind-down process as they occur, including further information on the timing and amount of any liquidating distribution to stockholders. These updates will be provided through the filing with the SEC of additional Current Reports on Form 8-K.

I hope that this information, as well as the substantial information contained in the

many public documents NexCen has filed with the SEC, provides you with what you want to know about the situation at NexCen. NexCen's SEC filings can be obtained through our website at www.nexcenbrands.com or on the SEC's website at www.sec.gov.”

With Regards From,

A handwritten signature in black ink, appearing to read "Dennis I. Simon", with a long horizontal flourish extending to the right.

Dennis I. Simon
President
NexCen Brands, Inc.
212-610-5631 New York, NY
949-567-1612 Orange County, CA