



## Martha Stewart to Expand Product Offerings on QVC

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### America's Most Trusted Lifestyle Expert Grows Existing Collection with New Products

NEW YORK, Feb. 27, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential" or the "Company") and QVC® announce new additions to Martha Stewart's signature QVC line, which spans multiple categories. This spring, Martha is set to introduce Martha Stewart Pets, and will also unveil the latest offerings from her Gourmet Food and Garden collections.

"From her very first appearance, Martha has impressed QVC customers not only with her carefully curated collection of products, but with her incomparable passion for helping others find easy solutions to everyday problems," said Doug Howe, Chief Merchandising Officer for QVC Group. "Our customers trust in Martha's expertise entirely and truly regard her as a lifestyle expert and teacher, and we know our customers are going to love Martha's new items as much as we do."

Tune in to QVC on **Thursday, March 15 at 3PM (ET)** for the premiere of "**Martha Stewart – Pets**" as Martha demonstrates distinctive ideas for grooming, feeding, outfitting, and playing with pets. After successfully launching Martha Stewart Wine Co., Martha's curated wine collection, in January, Martha is scheduled to further expand her Gourmet Food collection with items ranging from pastries and seafood to seasonal offerings. Following the successful pre-sale of Martha Stewart's 90<sup>th</sup> book, *Martha's Flowers*, Martha is set to introduce her latest tools and products perfect for preparing any backyard or outdoor space for spring.

"The Martha Stewart brand is devoted to informing and inspiring people to live more beautiful and functional lives, and I'm thrilled to introduce new products that do just that," said Martha Stewart. "QVC allows me to engage directly with consumers and share my signature collection with millions of shoppers around the country. I look forward to further expanding my line with QVC customers."

"Since launching on QVC, the Martha Stewart brand has experienced a great deal of success across multiple categories," said Karen Murray, CEO of Sequential Brands Group. "We believe QVC, a multi-platform retailer, to be a perfect fit for the Martha Stewart brand and are excited to grow our business. QVC is truly unmatched when it comes to offering an American icon like Martha Stewart, who can span so many different categories, from food and garden to skincare and apparel, and we are excited to debut our new categories."

Items from the Martha Stewart collection are available, while supplies last, through [QVC.com](http://QVC.com), the QVC apps or by calling 800.345.1515. For the latest news and happenings at QVC, please visit the QVC Newsroom at [newsroom.qvc.com](http://newsroom.qvc.com).

#### About Martha Stewart

Martha Stewart is an Emmy® Award-winning television show host, entrepreneur, bestselling author of 90 books, and America's most trusted lifestyle expert and teacher. Millions of people rely on Martha Stewart as a source of useful "how-to" information for all aspects of everyday living—cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, holidays, healthy living and pets. Currently, the Martha Stewart brand reaches approximately 100 million consumers across all media and merchandising platforms each month.

#### About Sequential Brands Group, Inc.

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the fashion, active, and home categories, which includes the Martha Stewart media and merchandising properties. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the United States and around the world. For more information, please visit Sequential's website at: [www.sequentialbrandsgroup.com](http://www.sequentialbrandsgroup.com). To inquire about licensing opportunities, please email: [newbusiness@sbg-ny.com](mailto:newbusiness@sbg-ny.com).

#### About QVC

QVC exceeds the expectations of everyone we touch by delivering the joy of discovery through the power of relationships. Every day, in nine countries and counting, QVC engages millions of shoppers in a journey of discovery through an ever-changing collection of familiar brands and fresh new products, from home and fashion to beauty, electronics and jewelry. Along the way, we connect shoppers to interesting personalities, engaging stories, and award-winning customer service. Based in West Chester, Pa. and founded in 1986, QVC has more than 17,000 employees and has retail operations in the U.S., Japan, Germany, United Kingdom, Italy, France, and through a joint venture in China. Worldwide, QVC engages shoppers over 14 broadcast networks reaching nearly 360 million homes, seven websites, and 195 social pages. Visit [corporate.qvc.com](http://corporate.qvc.com) to learn more.

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