



Martha Stewart to Debut Garden Collection at 2018 National Hardware Show

May 7, 2018

Personally-curated and hand-tested garden tools make the Martha Stewart garden collection a must-see at Booth 11329

The leading lawn and garden manufacturer, Snow Joe® + Sun Joe® (<http://www.snowjoe.com>) and Sequential Brands Group, Inc. (NASDAQ:SQBG), announce the debut of the Martha Stewart garden collection at the National Hardware Show (NHS) on May 8-10. The collection is a sensible suite of personally-curated, hand-tested, and nature-inspired lawn and garden tools that are designed to make tough yard chores easy and enjoyable. From manual gardening equipment, including Japanese steel Hori-hori knives and top-quality, easy-grip secateurs, to electric-powered devices, such as high-performance pressure washers, snow throwers and leaf blowers, all precision-crafted in visually-appealing earth tones, DIY-ers, gardening gurus, and home improvement enthusiasts alike will find the Martha Stewart garden collection a bevy of bespoke outdoor beauty tools begging to be explored.

"As a lifelong, passionate gardener, I know first hand how important it is to have the very best tools for each specific job in my yard. Together with our partner, Snow Joe® + Sun Joe®, we have designed the most beautiful and functional collection of garden tools," said Martha Stewart. "I have personally tested each hand and power tool to make sure they are exactly what the home gardener needs, and I'm excited about the opportunity to have consumers across the country enjoy and use them in their personal gardens."

The Martha Stewart garden collection will debut at Booth 11329, which will be bridged to the nearby Snow Joe® + Sun Joe® Booth 11229.

"We're excited to expand the Martha Stewart garden collection at retail and to showcase its debut at the National Hardware Show," stated Joseph Cohen, CEO of Snow Joe® + Sun Joe®. "Partnering with Martha Stewart has afforded our engineering team with rigorous feedback throughout every stage of product development as each of the tools that have been personally curated by Martha for this collection have been individually hand-tested in her garden to be sure that they will perform for you."

Leading the Lawn and Garden Industry with Innovation

The Martha Stewart garden collection, designed in collaboration with Snow Joe + Sun Joe, is further testament to Snow Joe + Sun Joe's long history of innovation in the lawn and garden industry. CEO Joseph Cohen has established a strong track record of creating category game-changers in the outdoor tools vertical. In 2004, the company launched with an easy-to-use electric snow shovel for under \$100 called the "Snow Joe" – and the innovations have continued ever since. In 2013, Snow Joe + Sun Joe rolled out the first truly efficient gas-free and cord-free electric snow blower, then followed that success up in 2016 with the launch of the first completely cordless, self-propelled, two-stage digital drive snow blower. Now, the company has collaborated with the quintessential gardener, Martha Stewart, to innovate a suite of top-quality garden tools that seamlessly marry form with function to help the everyday gardener tackle tough yard chores with ease and enjoyment.

"The Snow Joe engineering team has worked tirelessly to ensure that this collection perfectly embodies Martha's discerning taste, insistence on precision craftsmanship, and strong attention to detail," continued Mr. Cohen.

Martha Stewart will be in attendance at the National Hardware Show on May 9. For more information about the Martha Stewart garden collection and to schedule a booking time with the Snow Joe and Martha Stewart team, email Snow Joe Press + Media at pr@snowjoe.com

About Snow Joe + Sun Joe

Snow Joe® + Sun Joe® design and develop high-quality, yet affordable, tools in the lawn and garden sector of the consumer market. Originally founded in 2004 with the mission to bring homeowners smart winter solutions, the company now distributes a wide range of innovative lawn and garden products to keep your home, yard and garden looking beautiful throughout the year. From battery-powered snow blowers and snow throwers, lighted snow brooms and roof rakes, to electric mowers and leaf blowers, pressure washers, tillers, trimmers, hedgers and edgers – there's a solution for every season. Go With Joe™ and Get Equipped® with the right tools to tackle any outdoor chore. For more information, visit <http://www.snowjoe.com> or connect with Snow Joe + Sun Joe on [Facebook](#), [Twitter](#), and [Instagram](#).

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. The Martha Stewart brand reaches approximately 100 million consumers across all media and merchandising platforms each month. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.

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: <http://www.sequentialbrandsgroup.com>. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

About the National Hardware Show®

The National Hardware Show® celebrates a rich history spanning 72 years of serving the home improvement marketplace. From its early beginnings in New York during the post-World War II housing boom and eventual move to Chicago in the 1970s, to today's current location in Las Vegas, the National Hardware Show continually evolves through the industry's involvement, commitment and passion to improving America's quality of life through their homes. Today, the National Hardware Show is the place for global manufacturers, associations, organizations and the media to unveil their new products, ideas and insight to a broad spectrum of home improvement resellers. For more information on the National Hardware Show, visit <http://www.nationalhardwareshow.com>.