



Sequential Brands Group Announces New Floral Subscription Partnership for the Martha Stewart Brand

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Launching in Time for 2018 Holiday Season

NEW YORK, Aug. 30, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) announced today the Martha Stewart brand's new floral subscription partnership with BloomsyBox.com. The floral collection will launch in December 2018 just in time for the holiday season and feature a monthly delivery of fresh-cut roses carefully curated by Martha Stewart from sustainable flower farms around the globe.

In partnership with BloomsyBox.com, a vertically integrated floral subscription company based in Miami, the Martha Stewart and BloomsyBox partnership, will offer a variety of monthly subscription options, including frequency of deliveries, bouquet sizes, and gifting preferences. Each bouquet of quality blooms will arrive directly from the farm in accordance with Martha's selection of seasonal favorites, along with fresh floral care tips and inspiration. The subscription service will be available for purchase beginning December 1, 2018 on the BloomsyBox.com website.

"Martha Stewart's extensive knowledge and passion for fresh-cut flowers will provide a new level of beauty and discovery to our customers," said Juan Palacio, Founder and CEO of BloomsyBox.com. "Every flower that she chooses in her collection has a story filled with inspiration for everyday living. We are honored to be the floral partner that gets to deliver that story, along with her expertise, through beautiful blooms for years to come."

The Martha Stewart brand and BloomsyBox.com plan to expand its offerings to include additional floral varieties as a part of the Martha Stewart curated line in 2019.

"Flowers play an integral role in the way I live, entertain and celebrate special occasions. I'm pleased to partner with BloomsyBox, one of the premiere farm-to-table floral subscription companies, to provide consumers with a beautiful selection of flowers on a regular basis," said Martha Stewart. "Each bouquet features a curated selection of high-quality flowers accompanied by informative and useful techniques for arranging."

"Expanding the Martha Stewart brand into the floral space is a natural fit and a perfect example of how we have just scratched the surface when it comes to the brand's many untapped growth opportunities," said Karen Murray, CEO of Sequential Brands Group. "We're excited to partner with BloomsyBox, a disrupter in the floral industry, and further add to our successful portfolio of direct-to-consumer businesses."

About Martha Stewart

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of over 90 books, and America's 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: www.sequentialbrandsgroup.com. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

About BloomsyBox.com

Founded in 2015, BloomsyBox.com is a startup floral subscription company, offering fresh handpicked bouquets on a weekly, bi-weekly or monthly basis from sustainable farms around the globe. BloomsyBox disrupted the floral industry by offering the first farm-to-table floral subscription directly sourced by their own farms, revolutionizing the way fresh flowers are sent. By cutting out the middleman, each stem shipped is hand-picked and cut 2-4 days before subscribers receive them, ensuring quality and freshness. To learn more, visit BloomsyBox.com.

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