



Martha Stewart Brand Launches Floral Subscription Line with BloomsyBox.com

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Personally-Curated Rose Collection Now Available Just in Time for Holiday Gifting

NEW YORK, Dec. 03, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) unveiled today the launch of the Martha Stewart brand's new floral subscription line with BloomsyBox.com, a vertically integrated floral subscription company based in Miami. The collection of beautiful roses by subscription have been carefully selected by Martha Stewart, and are now available for purchase at MarthaStewartFlowers.com from sustainable flower farms around the globe.



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The Martha Stewart collection offers three bouquet options for shoppers to subscribe to for themselves or send as a gift, including small, medium or large, starting at \$49.99 per month. Monthly subscription plans are available to ship in all contiguous states in the U.S. for month-to-month, 3-months, 6-months or 12-months. A bouquet of roses will arrive fresh from the farm, securely hand-tied and wrapped in a specially designed package. Recipients will also receive a booklet of Martha's care instructions and arrangement tips, plant food, and an informational card about each bloom.

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

"Every rose variety that Martha Stewart carefully selected for this collection delivers on her unique ability to create, inspire, and educate through beautiful farm-fresh flowers," said Juan Palacio, Founder and CEO of BloomsyBox.com. "We look forward to providing our customers with a high-quality subscription experience paired with Martha's unrivaled expertise for years to come."

"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."

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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A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/62167cac-c6de-4482-8cb6-2574a6653e1b>



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