



Sequential Brands Group Announces New Partnerships for the Emeril Lagasse Brand

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New Emeril Lagasse Power AirFryer 360 Available Now

NEW YORK, Feb. 21, 2019 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBK) today announced an exciting new partnership for the Emeril Lagasse Brand with Tristar Products, Inc. to create multiple new products including small kitchen electrics, grills and grilling accessories. The products will debut online via digital and social media and on TV through "Emeril Everyday," an infomercial filmed in front of a live audience, garnering over 20 million impressions per week across the country.



Emeril Lagasse Launches New Power AirFryer 360

The first product released under the partnership is the Emeril Lagasse Power AirFryer360. The multi-cooker represents the new generation of all-purpose countertop kitchen appliances. The stainless steel Power AirFryer 360 is designed to replace nine different appliances. 12 pre-set cooking functions including air fry, rotisserie, dehydrate, bake, broil, toast, roast, make pizza, slow cook, bagel, keep warm, and reheat reflect Chef Emeril's belief that every home kitchen deserves an oven that offers a wide range of custom cooking capabilities.

Keith Mirchandani, President & CEO of Tristar Products, Inc., said, "It's an incredible honor to collaborate with America's most beloved chef. This partnership has not only produced the latest, state-of-the-art technology in kitchen electrics, it marries a very old concept – delicious, heartwarming meals – with cutting edge innovation, which is extremely fast and precise. It's not only changing the way we cook and eat with our families every day, it's going to transform the small kitchen electrics category forever. Emeril's sleek, countertop unit is the ideal product for our first roll-out, and we look forward to all future collaborations."

The Power AirFryer360 can be purchased at emerilairfryer360.com and will be available at major retailers throughout the country in Summer 2019.

"I am proud to offer a unique machine that functions as nine products in one for the at home chef, as the first of many excellent products to come from our partnership with Tristar," says Chef Emeril. "The seamless functionality of the machine with 12 preset features helps take the guess work out of cooking- all with a simple turn of the dial. Now everyone can achieve evenly cooked, delicious results right in their own kitchens!"

In addition to the new partnership with Tristar, the Emeril Lagasse brand has also recently expanded its merchandise assortment with kitchen textiles through its new partnership with Park B.Smith, a division of Aimee Lynn. This partnership marks the brand's return into kitchen textiles and includes products such as oven mitts, kitchen towels and aprons. The brand also recently launched kitchen floor mats in partnership with Home Dynamix available at TJ Maxx and HomeGoods.

"Expanding the Emeril Lagasse brand into more categories and more retail locations is an important part of our growth strategy for the brand," said Home Division President, Carolyn D'Angelo. "We're excited to launch these new product categories and bring to market the high-quality culinary products consumers expect from the brand."

About Chef Emeril Lagasse

Chef Emeril Lagasse is the chef/proprietor of 11 restaurants in New Orleans, Las Vegas, Miramar Beach, FL and Bethlehem, PA. As a national TV personality, he has hosted more than 2,000 shows on the Food Network and is a food correspondent for ABC's "Good Morning America." Most recently, Amazon launched an original series featuring Lagasse called Eat the World with Emeril Lagasse that received five daytime Emmy

nominations and won Outstanding Culinary Program and was a James Beard semifinalist in the category Outstanding Personality of Host. Lagasse has appeared as a guest judge on Bravo's hit food series, "Top Chef" and "Top Chef Jr.", was named a co-host on the 10th season of the "Rachael Ray Show," and has appeared on five seasons of "Emeril's Florida." He is the bestselling author of 19 cookbooks. In 2002, Emeril established the Emeril Lagasse Foundation to support children's educational programs through the culinary arts. To date, the Foundation has donated more than \$9 million to community organizations. Lagasse's restaurant company, Emeril's Homebase, is located in New Orleans and houses culinary operations and a test kitchen for recipe development.

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 Emeril Lagasse 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.

About Tristar Products, Inc.

Tristar Products, Inc. is industry recognized as the premier direct response market leader worldwide. Tristar has exceeded over one billion dollars in retail sales. Tristar Products, Inc. is an Inc. 5000 company. More information can be found at www.tristarproductsinc.com.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/967b1966-1001-4950-9a4b-40dca29524d9>

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