



Sequential Brands Group Announces New Collaboration Between Heelys and the Harlem Globetrotters

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Heelys to become key sponsor of Harlem Globetrotters

NEW YORK, March 07, 2019 (GLOBE NEWSWIRE) -- Today, Sequential Brands Group, Inc. ("Sequential" or the "Company") (Nasdaq:SQBK) announced an exciting new collaboration between Heelys and the world famous Harlem Globetrotters. The relationship kicked-off last week and includes experiential activations of the [Heelys](#) brand at Harlem Globetrotters games both in the U.S. and abroad, a special shoe collaboration, the creation of an exclusive online content series and a unique school curriculum integration.

During each game, select Harlem Globetrotters stars will wear Heelys on the court for a unique script integration. The integration complements the theme behind Heelys current marketing campaign which highlights that, "Heelys aren't just shoes. Heelys are an attitude, a way to express themselves, push their own boundaries and experience their world around them in a unique way."

"This is an extension of our mission to delight, entertain, and most importantly, bring families closer together," said Howard Smith, Harlem Globetrotter president. "Heelys products have thrilled kids across the world and we share that same goal."

As part of the partnership, Heelys will receive traditional in-game assets and out-of-home marketing assets advertising. Heelys will also have the ability to develop and rollout "pop up" activation areas at key games and provide fans with special offers on Heelys. Plans are also underway for a special Heelys and Harlem Globetrotters shoe collaboration in the future.

"We are delighted to 'team up' with the Harlem Globetrotters. This is a wonderful partnership for the Heelys brand and brings with it exposure to a vast audience and fan base which includes long-time Heelys enthusiasts, giving them a chance to see the brand in action on the court," said Karen Castellano, President of Sequential Brands Group's Fashion Division.

In addition to the in-game integrations, Heelys and the Harlem Globetrotters will create a narrative of content starting with the Harlem Globetrotters practicing and continuing throughout the game. The content will be distributed through social media networks and media partners.

As part of the campaign, in Fall 2019, Heely's and Harlem Globetrotters through a unique partnership will work together to distribute Heely's "How I Roll" self-esteem platform initiative into middle schools across the country. The program will reach approximately 700,000 teachers and 20,000 schools across the nation.

About The Harlem Globetrotters

The Harlem Globetrotters® are legendary worldwide, synonymous with one-of-a-kind family entertainment and great basketball skills for the past 92 years. Throughout their history, the Original Harlem Globetrotters have showcased their iconic talents in 123 countries and territories on six continents, often breaking down cultural and societal barriers while providing fans with their first-ever basketball experience. Proud inductees of the Naismith Memorial Basketball Hall of Fame, the Globetrotters have entertained hundreds of millions of fans – among them popes, kings, queens, and presidents – over nine thrilling decades. The Ambassadors of Goodwill are sponsored by Baden Sports, the Official Basketball, Champion, the Official Uniform & Apparel provider and Tum-e Yummies, the Official Fruit Flavored Drink. Harlem Globetrotters International, Inc. is a wholly-owned subsidiary of Herschend Enterprises, the largest family-owned themed entertainment company in the U.S. For the latest news and information about the Harlem Globetrotters, visit the Globetrotters' official Web site: www.harlemglobetrotters.com and follow them on Twitter [@Globies](#).

About Heelys

Founded in 1999, Heelys quickly became a breakout success in the world of action sports among children and teens with its innovative wheeled footwear. Heelys core product is patented dual-purpose footwear that feature a removable wheel located in the heel, transforming the shoes into stealth skates and giving users the freedom to seamlessly transition from walking or running to skating by shifting their weight to their heel. When the wheels are easily removed, the shoe performs just like any other shoe. For more information, visit www.heelys.com.

About Sequential Brands Group, Inc.

Sequential Brands Group, Inc. (Nasdaq:SQBK) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, active and fashion categories which includes the Heelys brand. 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.

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