



## Sequential Brands Group Signs New Partnerships for William Rast Brand

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NEW YORK, Jan. 13, 2021 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG), the owner of the William Rast brand, announced today that it has signed new partners for its women's and men's denim business. The Company has partnered with Omega Apparel to develop a new line of men's denim and Millennial Apparel Group for women's denim.

"We're excited to create new collections of men and women's denim. Since the William Rast brand launched in 2005, it has been known for delivering quality, fashion forward design and premium fit. We're looking forward to the launch later this year and expanding the brand into additional distribution channels too," said Arta Isovski, Senior Vice President of Sequential's Lifestyle Division.

"We are very pleased to welcome William Rast as our newest partner. With our wide range of resources, we are confident that we can continue to grow William Rast into a meaningful, sustainable, fashion forward brand for us and our retail customers," said Freddy Mamrout, Division Director of Millennial Apparel Group.

The new collections are expected to launch next year and will be sold at current distribution channels including department stores with a focus on expanding into new channels as well.

### About Millennial Apparel Group

Millennial Apparel Group is an industry leading apparel manufacturer. A privately held, family owned company, that was founded on a simple ideal to provide the highest quality product at the best value in the market. Their world class talent and ability to generate trendsetting design, brought to life by their global manufacturing network and powered by their end to end operation. With over 80 in-house designers, they have experience and creativity to design and develop products with the latest trends.

### About Omega Apparel

Omega Apparel is one of the leading, customer driven, specialty importers synonymous with denim and everyday lifestyle clothing. Founded in 1995, the Company is independently owned and operated.

### About Sequential Brands Group, Inc.

Sequential Brands Group, Inc. (Nasdaq: SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the active and lifestyle categories, including the William Rast brand. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, 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](http://www.sequentialbrandsgroup.com). To inquire about licensing opportunities, please email: [newbusiness@sbq-ny.com](mailto:newbusiness@sbq-ny.com).

### Forward-Looking Statements

Certain statements in this press release and oral statements made from time to time by representatives of the Company are forward-looking statements ("forward-looking statements") within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made as of the date hereof and are based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. The Company's actual results or actual events could differ materially from those stated or implied in forward-looking statements. Forward-looking statements include statements concerning revenue, plans, objectives, goals, strategies, expectations, intentions, projections, developments, future events, performance or products, underlying assumptions and other statements that are not historical in nature, including those that include the words "subject to," "believes," "anticipates," "plans," "expects," "intends," "estimates," "forecasts," "projects," "aims," "targets," "may," "will," "should," "can," "future," "seek," "could," "predict," the negatives thereof, variations thereon and similar expressions. Such forward-looking statements reflect the Company's current views with respect to future events, based on what the Company believes are reasonable assumptions. Whether actual results will conform to expectations and predictions is subject to known and unknown risks and uncertainties, including: (i) risks and uncertainties discussed in the reports that the Company has filed with the Securities and Exchange Commission (the "SEC"); (ii) general economic, market or business conditions; (iii) continued market acceptance of the Company's brands; (iv) changes in the Company's competitive position or competitive actions by other companies; (v) licensees' ability to fulfill their financial obligations to the Company; (vi) adverse effects on the Company and its licensees due to natural disasters, pandemic disease and other unexpected events, including the COVID-19 pandemic, and (vii) other circumstances beyond the Company's control. Refer to the section entitled "Risk Factors" set forth in the Company's Annual Report on Form 10-K and Quarterly Reports on Form 10-Q for a discussion of important risks, uncertainties and other factors that may affect the Company's business, results of operations and financial condition. In addition, the global economic climate and additional or unforeseen effects from the COVID-19 pandemic amplify many of the foregoing risks. The Company's stockholders are urged to consider such risks, uncertainties and factors carefully in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. Forward-looking statements are not, and should not be relied upon as, a guarantee of future performance or results, nor will they necessarily prove to be accurate indications of the times at or by which any such performance or results will be achieved. As a result, actual outcomes and results may differ materially from those expressed in forward-looking statements. The Company is not under any obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events or otherwise. Readers should understand that it is not possible to predict or identify all risks and uncertainties to which the Company may be subject. Consequently, readers should not consider such disclosures to be a complete discussion of all potential risks or uncertainties.

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