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AND1(R) Teams Up With SLAM Magazine to Pay Tribute to Brooklyn Streetball and New York City Basketball Culture During NBA All-Star Weekend

Special Events to Include:

- **Exclusive Pop-Up Retail Lounge**
- **Free Youth Basketball Clinic at Coney Island YMCA with NBA superstar and AND1 Signature Athlete Lance Stephenson**
- **SLAM Magazine Curated Photo Exhibit Featuring Iconic Brooklyn Streetballers with Proceeds Benefiting LittleEssentials.org**

NEW YORK, Feb. 11, 2015 (GLOBE NEWSWIRE) -- AND1[®], the legendary basketball footwear and apparel brand owned by Sequential Brands Group, Inc. (Nasdaq:SQBG), today unveiled plans for a series of special events and charitable activations in celebration of the 2015 NBA All-Star Weekend in New York City. Paying homage to Brooklyn Streetball culture, the historic grassroots basketball brand will kick-off its celebration with the launch of an exclusive pop-up retail lounge on Flatbush Avenue across from Barclays Center.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=30643>

In partnership with SLAM Magazine, AND1 will host a private charity event with two of New York's greatest streetball legends Charlotte Hornet's Lance "Born Ready" Stephenson and former NBA star Rafer "Skip to My Lou" Alston. The evening will feature an art installation curated by SLAM showcasing iconic basketball superstars and images of New York City streetballers. New product drops will also be showcased during the event with proceeds from all sales benefiting Brooklyn based community organization Little Essentials.

"We are thrilled to partner with AND1 in paying tribute to NYC streetball culture during All-Star weekend with ballers like Rafer Alston and Lance Stephenson, longtime favorites of our magazine who we've covered and loved since their high school days and who have achieved acclaim and success everywhere from Rucker park to the NBA," said Ben Osborne, Editor-In-Chief at SLAM Magazine.

Additionally, Stephenson, an AND1 signature athlete, will host a free basketball clinic for local youth at his hometown's Coney Island YMCA on the morning of February 14th as part of a continuing charitable partnership between Stephenson, AND1 and the YMCA of Greater New York.

"For more than 20 years, AND1 has been synonymous with authentic street basketball culture," said Cape Capener, Senior Vice President at Sequential Brands Group. "We couldn't have asked for a more appropriate setting than NYC to celebrate the rich heritage of our brand and showcase our new product offerings during All-Star Weekend."

The brand activations during All-Star weekend, come on the heels of the incredibly successful launch of AND1's Xcelerate-Mid collection at national retailers including Dick's Sporting Goods, Eastbay, Foot Action, Hibbett Sports and online at FootLocker.com and Champs.com.

Immediately following All-Star Weekend, AND1's "Queen City" pack, which is inspired by the city of Charlotte and features the classic Tai Chi mid (\$100) and two new colorways of the Xcelerate (\$85) will hit the shelves at select retailers nationwide.

For more information regarding AND1's All-Star Weekend activations, please contact: Jaime Cassavechia at jcassavechia@sbg-ny.com or (212) 518-4771 x108.

About AND1[®]

Owned by Sequential Brands Group, Inc. (Nasdaq:SQBG), AND1 is a premiere basketball footwear and apparel brand that has celebrated basketball lifestyle and culture for more than 20 years. Today, the mission of the brand remains a never ending quest for excellence on and off the court. The celebration of hard work, dedication and commitment to freedom of expression is reflected in the unique and iconic product that the brand has and will continue to create for both the dedicated player and the casual competitor. For more information, visit www.and1.com and follow AND1 on Twitter/Facebook @And1basketball and

Instagram @And1.

About Sequential Brand Groups, Inc.

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands that presently includes Ellen Tracy®, William Rast®, And1®, Avia®, People's Liberation®, DVS®, Heelys®, Caribbean Joe®, Revo®, Nevados®, Linens-N-Things® and The Franklin Mint®. 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 in certain international territories. For more information, please visit Sequential's corporate website at: www.sequentialbrandsgroup.com. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

About SLAM Magazine

SLAM was founded in 1994 as the "in your face basketball magazine," covering all things hoop-related, from NBA, college ball and high school hoops to old-school stories, kicks, streetball and the fashion of the game. Twenty years later, SLAM is still the No. 1 dominant media outlet - *both in print and online* - for all things that matter in the world of basketball.

About Little Essentials

Little Essentials is a community-based 501(c)(3) organization that enables, empowers and educates families in need. We enable families to stay together by providing urgently needed essentials such as clothing, car seats, cribs and other supplies. We empower families and promote self-sufficiency by ensuring access to helpful resources. We educate by hosting free skill-building classes, workshops and other programs. Visit www.littleessentials.org for more information.

About the YMCA of Greater New York

The YMCA of Greater New York is, and always will be, dedicated to building healthy, confident, connected and secure children, adults, families and communities. With a focus on youth development, healthy living and social responsibility, the Y nurtures the potential of every youth and teen, improves New York City's health and well-being and provides opportunities to give back and support neighbors. In scores of neighborhoods across the five boroughs and its camp upstate, the Y makes accessible the support and opportunities that empower more than 500,000 New Yorkers to learn, grow and thrive. Visit ymcanyc.org. Twitter: @ymcanyc Facebook: [facebook.com/ymcanyc](https://www.facebook.com/ymcanyc)

The photo is also available at Newscom, www.newscom.com, and via AP PhotoExpress.