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Martha Stewart Extends 35-Year Relationship with Publisher Clarkson Potter

Martha Stewart to Publish Three New Titles Under New Agreement

NEW YORK, Oct. 12, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group Inc. (Nasdaq:SQBG) and Clarkson Potter Publishers, an imprint of the Crown Publishing Group, a division of Penguin Random House, announce today an extension of their long-time collaboration with Martha Stewart with a new agreement to publish three culinary books through 2019 for the Martha Stewart brand.

Since 1982, Clarkson Potter, the leading lifestyle and cookbook publisher has published nearly 90 books with Martha Stewart, with approximately 14 million copies of those books currently in print. As a part of this continued relationship, Clarkson Potter will publish *Martha Stewart's Pressure Cooker* in Fall 2018, *Martha Stewart's Grilling* in Spring 2019, and the third and untitled, in Fall 2019.

"Martha Stewart's peerless aesthetic and enduring recipes have long been the benchmark in the lifestyle space, inspiring generations of readers to cook and entertain with confidence and style," says Aaron Wehner, SVP & Publisher, Ten Speed Press, Clarkson Potter and Harmony. "Clarkson Potter is proud to have been Martha's book publishing home for 35 years, and we are thrilled to continue the incredibly successful partnership with Martha and her team."

"My 35-year relationship with Clarkson Potter, which began with the publication of my very first book *Entertaining* in 1982, has been extremely productive and rewarding, and I am delighted to continue this collaboration," says Martha Stewart. "We are already hard at work on *Martha Stewart's Pressure Cooker* and *Martha Stewart's Grilling*. I am excited for our readers to see all of the delicious recipes we are developing."

About Martha Stewart

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author, and America's most 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

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 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. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

About Clarkson Potter

Clarkson Potter, an imprint of the Crown Publishing Group, a division of Penguin Random House, is the only dedicated lifestyle group within Penguin Random House. Founded in 1959, Clarkson Potter is home to a community of award-winning and bestselling chefs, cooks, designers, artists, and writers—visionaries who seek to entertain, engage, and teach. Our diverse list is at once commercial and literary and includes cookbooks, illustrated gift books, and a growing line of paper products, such as journals, postcards, stationery, and games. For more information please visit www.crownpublishing.com.

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