



September 23, 2014

Ellen Tracy Teams Up With Actress Paula Patton for New Campaign and Global Initiative Partnership Celebrates Ellen Tracy's 65th Anniversary

NEW YORK, Sept. 23, 2014 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential" or the "Company") announced today the signing of actress Paula Patton as the new face and brand ambassador of Ellen Tracy®. Following in the footsteps of icons such as Cindy Crawford, Stephanie Seymour and Christy Turlington, who were previously featured in the brand's campaigns, Patton's role as brand ambassador begins this November where she will spearhead a global initiative to commemorate women's contributions over the last 65 years. The partnership coincides with seasonal collections and campaigns and extends throughout 2015.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=27812>

"We believe that Paula represents today's dynamic and confident woman, balancing work, life and motherhood," said Jameel Spencer, Chief Marketing Officer, Sequential Brands Group. "Ellen Tracy® has always personified the working woman and Paula's down-to-earth, approachable nature coupled with her work ethic epitomizes the modern day style of the Ellen Tracy® customer."

Patton is best known for her work in *Hitch*, *Mission: Impossible - Ghost Protocol*, *Baggage Claim* and the Academy Award winning film, *Precious*. In 2016, the actress will star in the highly anticipated film adaptation of the video game, *Warcraft*. Patton is the proud mother to 4-year-old son Julian Fuego.

"As I continue to evolve in my life, I felt like Ellen Tracy® was a natural partnership," said Patton. "The clothes are timeless, flattering and wearable from morning to night. I am also very proud that as part of my work with Ellen Tracy®, I will be able to highlight and bring much deserved and necessary attention to women of all backgrounds who shape the world every day."

Ellen Tracy, founded in 1949, is a women's lifestyle brand with products designed, manufactured and distributed by world-class companies including Global Brands Group, G-III and Komar. Ellen Tracy products can be found at better department stores including Nordstrom's and Lord & Taylor.

ABOUT SEQUENTIAL BRANDS GROUP, 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.

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

CONTACT: Media Contacts:

Sequential Brands Group

Elizabeth Traub, 212-518-4771 x105

etraub@sbg-ny.com

Rachel Champlin, (212) 972.0277

rchamplin@sbg-ny.com

Ellen Tracy Teams Up With Actress Paula Patton For New Campaign and Global Initiative