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## **Martha Stewart to Appear in New Jack in the Box Ad in the Super Bowl**

NEW YORK, Jan. 30, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) announced today that Martha Stewart is teaming up with Jack in the Box to kick-off the ultimate "foodie feud" during Sunday's big game.

The Super Bowl spot, which was shot in the studios at Sequential Brand Group's headquarters, is just the beginning of the social media battle between Martha Stewart and Jack Box. Viewers are encouraged to follow #JackvsMartha after the commercial airs to see how this brawl unfolds.

"We're thrilled that Martha will be part of the Super Bowl commercial line-up again this year. It is such an incredible opportunity to reach an audience of that magnitude - underscoring the strength and popularity of her brand and its strong connection with consumers," said Sequential Brands Group CEO Karen Murray.

Martha Stewart is one of the most high-profile celebrities in recent history to be featured in a Jack in the Box commercial. From menu variety to a one-of-a-kind marketing approach, Jack in the Box is best known for challenging convention. Partnering with Stewart continues the brand's trend of delivering unexpected experiences to fans.

### **About Martha Stewart**

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 90 books, 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, Inc.**

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 media and merchandising properties. 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](http://www.sequentialbrandsgroup.com). To inquire about licensing opportunities, please email: [newbusiness@sbg-ny.com](mailto:newbusiness@sbg-ny.com).

### **About Jack in the Box Inc.**

Jack in the Box Inc. (NASDAQ:JACK), based in San Diego, is a restaurant company that operates and franchises Jack in the Box® restaurants, one of the nation's largest hamburger chains, with more than 2,200 restaurants in 21 states and Guam. Additionally, through a wholly owned subsidiary, the company operates and franchises QDOBA MEXICAN EATS®, a leader in fast-casual dining, with more than 700 restaurants in 47 states, the District of Columbia and Canada. For more information on Jack in the Box and QDOBA, including franchising opportunities, visit [www.jackinthebox.com](http://www.jackinthebox.com) or [www.qdoba.com](http://www.qdoba.com).

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