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Sequential Brands Group Announces New Category Expansion for GAIAM into Organic Supplements

NEW YORK, Jan. 10, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) announces today an exciting new multi-year collaboration between GAIAM—the yoga, fitness and wellness brand—and leading nutraceutical manufacturer SDC Nutrition. This is the GAIAM brand's first-ever expansion into over-the-counter organic supplements and will include organic protein and a brand-new category of products named Seed-2-Formula™ which is expected to debut in supplement stores in Spring 2018.

"Organic, vegan, and traceable ingredients are a perfect combination for our customers who are passionate about health and fitness," says Eddie Esses, President of Sequential's Active Division. "Through this partnership, we have an incredible opportunity to innovate an entire industry with the GAIAM brand and further expand its awareness."

GAIAM.com will begin taking orders and shipping organic vegan protein and organic whey protein products as early as this month and begin shipping the Seed-2-Formula™ product line as early as February 2018.

"We knew GAIAM was the right partner to bring traceability ingredients to the forefront of the supplement industry," says Sean Marszalek, CEO of SDC Nutrition. "This is a brand that has phenomenal credibility and aligns perfectly with our ethos of clean organic products."

About GAIAM

With a 20+ year heritage, GAIAM is dedicated to making yoga, fitness, and wellness accessible to all through a wide distribution network that consists of approximately 38,000 retail doors, 19,000 stores-within-stores, 5,000 category management locations, e-commerce, and a mobile platform that features Yoga Studio, the leading paid yoga app for Apple, mobile, and tablet devices with over 2 million downloads to date.

About Sequential Brands Group

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, active, and fashion categories. 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 SDC Nutrition

SDC Nutrition, Inc. is driven to create a brand new level of transparency in manufacturing called Seed-2-Formula™. SDC Nutrition and GAIAM are now providing customers with complete transparency of the process of taking ingredients from a seed to growing it on a monitored farm, harvesting the ingredients, purifying the extracts, and all the way to creating finished product in the form of organic capsules. This new level of transparency in production will expand SDC's decade long partnerships with major brick and mortar supplement retailers and online e-tailers with new and exciting products.

For more information, please visit SDC Nutrition's website at: www.sdcnutrition.com To inquire about retail & distribution opportunities, please email: partnerships@sdcnutrition.com

A photo accompanying this announcement is available at:

<http://www.globenewswire.com/NewsRoom/AttachmentNg/6506e73e-90e5-425f-b112-fd965a59b2c7>

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