



September 16, 2013

Aaron Hollander Joins Sequential Brands Group Board of Directors

NEW YORK, Sept. 16, 2013 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (OTC:SQBG) ("Sequential" or the "Company") today announced the appointment of Aaron Hollander as a director of the Company.

Aaron Hollander is currently Chairman, CEO and President of First Aviation Services Inc., a leading worldwide provider of maintenance, repair and overhaul services to the aerospace industry. From December 2001 to July 2009, Mr. Hollander also served as CEO of Skip Barber Racing School LLC and from 1993 until February 2012 served as Chairman and CEO of Imtek, LLC., an agency that provides direct marketing, printing, fulfillment, and location intelligence services to clients across a variety of industries. Earlier, Mr. Hollander co-founded First Equity Group, advising the aerospace and defense industries on significant transactions impacting those sectors. Prior to co-founding First Equity, Mr. Hollander worked for the Boston Consulting Group, and as a CPA and CMA with Arthur Young & Company (now Ernst & Young).

Mr. Hollander received his B.S. in Economics from the Wharton School, University of Pennsylvania and earned an MBA with distinction from Harvard Business School.

William Sweedler, Chairman of Sequential Brands Group, commented, "We are pleased to welcome Aaron to our board of directors. Aaron brings a wealth of business and financial acumen that will undoubtedly be beneficial to Sequential."

Mr. Hollander has been on the board of directors or served in a volunteer capacity for numerous not-for-profit organizations including the Leukemia and Lymphoma Society and the American Red Cross and currently serves on the Board of Directors and the Audit Committee of the Boy Scouts of America, Yankee Council. Mr. Hollander served as the Chairman of the Fairchester Chapter of World Presidents' Organization (WPO) and the Young Presidents' Organization (YPO) and currently Chairs the Aviation Network. Mr. Hollander serves on the Yale-New Haven Children's Hospital Council.

About Sequential Brands Group, Inc.

Sequential Brands Group, Inc. (OTC:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands that presently includes Revo®, William Rast®, People's Liberation®, DVS® Action Sports, Heelys®, Caribbean Joe® and Ellen Tracy®. 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.

CONTACT: Sequential Brands Group, Inc.

Gary Klein

Chief Financial Officer

646-564-2577

gklein@sbg-ny.com