



October 12, 2016

Martha Stewart's Fifth Annual American Made Program Announces 2016 Honorees

Ten awards will be given to the country's most innovative entrepreneurs across Food, Style, Design, and Technology categories

NEW YORK, Oct. 12, 2016 (GLOBE NEWSWIRE) -- This October, Martha Stewart and Sequential Brands Group, Inc. (Nasdaq:SQBG) will celebrate the fifth annual Martha Stewart American Made program with a monumental two-day event. The nationally recognized platform highlights the next generation of American artisans; celebrating those who have turned their passions for hand-crafted, well-made goods into small businesses.

After an extensive search of creative entrepreneurs, small business owners and makers from across the country, Martha Stewart and the editors of *Martha Stewart Living* have carefully chosen the 10 honorees who best reflect the principles of the American Made Program. These businesses were hand-selected across the fields of Food, Style, Design, and Technology, for their inspiring efforts to change their local communities and influence the way America does business.

The 2016 American Made Honorees, past winners, and VIP guests will join Martha and the editors at an exclusive reception on Friday, October 21 at Manhattan's One World Observatory.

2016 Honorees Include:

- | 21c Museum Hotels — Louisville, KY
- | Eagle Street Rooftop Farm — Brooklyn, NY
- | Girls Who Code — New York City
- | Harry's Berries — Oxnard, CA
- | Loki Fish Company — Seattle, WA
- | M&S Schmalberg — New York City
- | NYCitySlab — Yonkers, New York
- | Stony Creek Colors — Nashville, TN
- | Sweetgreen — Washington, DC
- | Uplands Cheese — Dodgeville, WI

"I'm incredibly excited about this year's passionate group of honorees," says Elizabeth Graves, Editor in Chief of *Martha Stewart Living*. "Each company is inspiring in a unique way and the founders are poised to make a real impact on their industry and community. They are all on the cusp of something big, and we're thrilled to support and help propel them forward."

Since the inception of the Martha Stewart American Made Program five years ago, the maker movement has grown extensively, and continues to alter the U.S. consumer culture. As noted by the White House inaugural Maker Faire in 2014, "Today's D.I.Y is tomorrow's "Made in America"; the movement is continuing to expand, fostering networks of start-ups and small businesses across the nation.

To continue the celebration, the 2016 Martha Stewart American Made Summit will be held on Saturday, October 22. The full-day event will include educational, inspirational panels and talks for creative entrepreneurs held at Martha Stewart headquarters. Innovators, celebrity entrepreneurs, and successful business owners confirmed to participate in this year's American Made Summit include:

- | **Jessica Alba**, Founder and Chief Creative Officer of [The Honest Company](#) and [Honest Beauty](#)
- | **Jim Cramer**, Host of CNBC's "[Mad Money w/ Jim Cramer](#)" & Co-Anchor of CNBC's "[Squawk on the Street](#)"
- | **Sarah Michelle Gellar**, Co-Founder, [Foodstirs](#)
- | **Zac Posen**, Fashion Designer
- | **Geoffrey Zakarian**, Chef, Restaurateur and TV Personality
- | **Linda Boff**, Chief Marketing Officer, [General Electric](#)
- | **Emeril Lagasse**, Chef, Restaurateur, and Television Personality
- | **Fabian Siegel**, Founder and CEO, [Marley Spoon](#)
- | **Joseph Abboud**, Chief Creative Director of Tailored Brands Inc.

- | **Barry Sternlicht**, Chairman & CEO of Starwood Capital Group
- | **Megan Smith**, United States Chief Technology Officer (CTO)

Martha Stewart will lead this exciting roster of speakers to teach and inspire guests over the course of the day, which include networking and roundtable discussions, targeted learning sessions, and an American food tasting cocktail party. Attendees also have the opportunity to network with other makers from across the country who are reinvigorating their cities, towns, and the American economy.

Martha Stewart's 2016 American Made Program is presented with support from sponsors including 1 Hotels, Bob's Red Mill, Handmade at Amazon, The Libman Company, Lyft, MailChimp, Milk-Bone, and Toyota.

Tickets are still available for purchase at the 2016 American Made website: <http://american-made.ticketbase.com/>.

About Martha Stewart

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 87 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:SQBK) 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. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

About 1 Hotels

As a luxury lifestyle hotel brand inspired by nature, 1 Hotels cultivates the best of eco-conscious design and sustainable architecture, together with extraordinary comfort and an unrivaled level of service. 1 Hotels, launched in 2015 with the opening of exclusive properties in Miami's South Beach and Manhattan's Central Park, followed by the upcoming Brooklyn launch in late 2016, developed with the simple idea that those that travel the world also care about it. 1 Hotels upholds this vision by channeling nature through design, culinary partnerships, connecting with the local community and taking small steps to make a big difference. Additional information can be found at www.1hotels.com

About Bob's Red Mill

Bob's Red Mill, a distinctive stone-grinding miller of whole grains, was founded in 1978 with the mission of moving people back to the basics with healthy whole grains. Bob's Red Mill, an employee-owned company, offers a diverse line of more than 400 organic and gluten free flours, cereals, meals and mixes for pancakes, breads and soups that are available throughout the U.S. and the world. With its dedicated gluten free manufacturing facility, strict organic protocols and dedication to meeting the highest food safety standards in the country, the company has obtained its HACCP certification and is a leader in providing safe and delicious wholesome, organic and gluten free products. For more information, please visit www.bobsredmill.com.

About The Libman Company

The Libman Company is a family-owned company that has been making quality cleaning tools since 1896. The company manufactures products from brooms and mops to more specialized tools for kitchen and bathroom cleaning and industrial uses. Libman proudly manufactures most of their products in the United States, including the company's well-known Wonder® Mop. For more information about the Libman Company, please visit www.libman.com.

About MailChimp

MailChimp is the world's most powerful email marketing platform for small business. They provide sophisticated tools anyone can use to grow their business and be successful. MailChimp is used to send marketing emails and automated messages, create targeted campaigns, facilitate reporting and analytics, and sell online. Over 12 million businesses and individuals - from community organizations to Fortune 100 companies - trust MailChimp to connect the right people with the right message, at the right time.

About Toyota

Toyota, the world's top automaker and creator of the Prius and the Mirai fuel cell vehicle, is committed to advancing mobility through our Toyota and Lexus brands. Over the past 50 years, we've produced more than 30 million cars and trucks in

North America, where we operate 14 manufacturing plants (10 in the U.S.) and directly employ more than 44,000 people (more than 34,000 in the U.S.). Our 1,800 North American dealerships (1,500 in the U.S.) sold more than 2.8 million cars and trucks (nearly 2.5 million in the U.S.) in 2015 — and about 80 percent of all Toyota vehicles sold over the past 20 years are still on the road today.

Toyota partners with community, civic, academic, and governmental organizations to address our society's most pressing mobility challenges. We share company resources and extensive know-how to support non-profits to help expand their ability to assist more people move more places. For more information about Toyota, visit www.toyotaneewsroom.com.

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