



February 3, 2017

## **Martha Stewart to Appear in New T-Mobile Ad for the Super Bowl**

NEW YORK, Feb. 03, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) announced today that Martha Stewart has been tapped by T-Mobile to appear in her first ever Super Bowl commercial. Premiering this Sunday during America's largest sporting event of the year, the new T-Mobile spot will feature Martha together with VH1 co-star Snoop Dogg.

Martha and Snoop currently host the highly-acclaimed new cooking show "Martha & Snoop's Potluck Dinner Party" on VH1. Recently renewed for a second season after only two episodes, the hit series debuted as cable's top new unscripted franchise of 2016\* winning its time period with all key demos\*\*.

Sequential Brands Group CEO Yehuda Shmidman stated, "Martha Stewart connects with people of all ages — from millennials to boomers — you name it. Regardless of the audience, her message is always consistent: she's teaching smart, stylish and functional solutions to help everyone live better. With more than 100 million people expected to tune in this Sunday, we couldn't be more thrilled for Martha to be a part of the Super Bowl and to expose the Martha Stewart brand to an even broader audience."

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 "Martha & Snoop's Potluck Dinner Party"**

"Martha & Snoop's Potluck Dinner Party" on VH1 features Martha Stewart and Snoop Dogg as they host weekly dinner parties with famous celebrity friends. In each episode, Martha and Snoop put a personal spin on dishes for a themed meal. Executive produced by Martha Stewart & Kim Miller-Olko for Sequential Brands Group (NASDAQ:SQBG), Snoop Dogg & Ted Chung for MERRY JANE (MERRYJANE.com) and SallyAnn Salsano for 495 Productions, "Martha & Snoop's Potluck Dinner Party" is executive produced by Nina L. Diaz, Trevor Rose, Paul Ricci, Fernando Mills and Paula Aranda for VH1. The second half of season one of "Martha & Snoop's Potluck Dinner Party" returns on Monday February 13, 2017 at 9PM ET/PT on VH1.

### **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).

\*Source: Nielsen; Original Ad Supported Cable Series Premieres Only, Excluding Spin-Offs of Existing Franchises, Ranked on P18-49, W18-49, P18-34, W18-34 Live+SD Impressions, 12/28/15- 12/25/16

\*\*Source: Nielsen; #1 non-sports network in Time Period, 11/07/16. Ranked on Program QH, P18-49, P18-34, W18-34, and W18-49 Live+SD Impressions

Media Contact:

Sequential Brands Group, Inc.  
Jaime Cassavechia, +1 212 518 4771 x108  
[jcassavechia@sbg-ny.com](mailto:jcassavechia@sbg-ny.com)