



March 8, 2017

## **Sequential Brands Group Signs Multi-Brand Deal to Bring AND1, AVIA and DVS to Brazil**

### **New Active Collections to Launch on Netshoes.com**

NEW YORK, March 08, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential" or the "Company") announced today that it has entered into a long-term license agreement with SPR Indústria de Confecção Ltda. ("SPR Sports"), a leading sports manufacturer and distributor to bring its basketball brand AND1, active lifestyle brand AVIA, and skate brand DVS to Brazil.

Under the new agreement, SPR Sports will manufacture and distribute a collection of active apparel, footwear and accessories for the AND1, AVIA and DVS brands. The new collections will first be introduced in late 2017 through Netshoes, one of the largest e-commerce retailers in Brazil, followed by a rollout to sporting goods stores beginning in early 2018.

"Entering the Brazilian market is another strategic step toward reaching our international expansion goals and driving continued growth for our brands throughout the world," said Sequential CEO Yehuda Shmidman. "We see great opportunity in working with SPR Sports to bring our active brands to a region where a passion for sports and an active lifestyle is a major part of everyday life."

AND1 is a premier basketball footwear and apparel brand that has remained synonymous with the game of basketball and its streetball lifestyle for nearly 25 years. AND1's footwear, apparel and accessories can be found at select retailers around the world.

AVIA came to prominence thanks to its revolutionary cantilever technology, which remains the bedrock on which performance shoes are made. Today, AVIA continues to lead the active lifestyle movement with pioneering technology and stylish design for athletic footwear, activewear, and accessories.

DVS is a global skate brand dedicated to inspiring youth to have fun and always push forward. Known for its 20+ year history in action sports, DVS creates premium footwear, apparel and accessories for all sports including skateboarding, surfing, snowboarding and motorsport.

#### **About Sequential Brands Group, Inc.**

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, fashion, active categories, which includes the AND1<sup>®</sup>, AVIA<sup>®</sup> and DVS<sup>®</sup> brands. 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 SPR Indústria de Confecção Ltda. ("SPR Sports")**

SPR Indústria de Confecção Ltda., is a multi-faceted Brazilian company focused on the sports market. In addition to working with major brands such as Kappa and the NBA, the company also manages the licensing of apparel products for the largest soccer clubs in Brazil including Sport Club Corinthians, Vasco da Gama, Cruzeiro, Botafogo, Vitoria, Bahia, Sport Recife, and Atletico Paranaense. SPR Franchises Ltda., a division of the company, is the largest franchisor of soccer team stores, with more than 150 franchised stores. For more information, visit: <http://www.sprsports.com.br>.

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