



March 6, 2017

Sequential Brands Group to Present at March Investor Conferences

NEW YORK, March 06, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) today announced that management is presenting at the following investor conferences in March:

29th Annual ROTH Conference

Date/Time: March 13, 2017, 2:30 p.m. PT

Location: Dana Point, CA

Bank of America Merrill Lynch Consumer & Retail Technology Conference

Date/Time: March 14, 2017, 1:50 p.m. ET

Location: New York, NY

A live webcast of the presentations will be available on the Company's investor relations website:

<http://ir.sequentialbrandsgroup.com>.

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. 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.

Media Contacts:

For media inquiries, contact:

Jaime Cassavechia, 212-518-4771 x108

jcassavechia@sbg-ny.com

For Investor Relations inquiries, contact:

Katherine Nash, 512-757-2566

knash@sbg-ny.com