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Sequential Brands Group and QVC Announce Multi-Year Collaboration for Martha Stewart Brand

America's Most Trusted Lifestyle Expert to Appear on QVC

NEW YORK, May 04, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential" or the "Company") and QVC, Inc. announced today a multi-year agreement for the Martha Stewart brand. Under the new agreement, QVC will launch several categories for the brand including skincare, fashion apparel, and food and beverage.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/9909bce4-f5bc-4ca0-9148-b17aa32149c7>

"Our brand has always been devoted to teaching and inspiring people to live more beautiful, more functional and more meaningful lives and our products provide solutions to do just that," said Martha Stewart. "I am thrilled to partner with QVC, which offers unique opportunities to engage directly with an even broader audience, bringing to life several new categories for the Martha brand including beauty and fashion."

The new collaboration, which is expected to launch in the second half of this year, will feature frequent appearances on QVC by Martha Stewart and a team of Martha's favorite experts as they showcase new and exciting products and share tips on how to incorporate them into everyday living.

"QVC at its core is about the joy of discovery and the power of relationships, and few do a better job of connecting with fans and inspiring them to embrace new ideas than Martha Stewart," said Mike George, QVC President and CEO. "QVC combines the best of retail, media and social to create the most engaging shopping experience, and to collaborate with a brand such as Martha's further emphasizes our commitment to excellence and innovation. By leveraging the power of this relationship, QVC, which is among the nation's top mobile and eCommerce retailers, brings to our customers Martha's passion and expertise in a special and exciting new way."

Sequential Brands Group CEO, Karen Murray, added "QVC's proven differentiated retail experience plays perfectly with the strength of the Martha Stewart brand. We are excited by this opportunity as it provides the brand with a new channel of distribution and further expansion into untapped categories where we see strong sales potential."

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 88 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. Currently, the Martha Stewart brand reaches approximately 100 million consumers across all media and merchandising platforms each month.

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

A placeholder for the Martha Stewart logo, consisting of a small square icon with a white 'x' on a dark background, followed by the text "Martha Stewart" in a blue sans-serif font.

Martha Stewart to appear on QVC with new categories including beauty and fashion.

A placeholder for the QVC logo, consisting of a small square icon with a white 'x' on a dark background, followed by the text "QVC logo" in a blue sans-serif font.

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 QVC

QVC combines the best of retail, media and social to create the most engaging shopping experience, one that exceeds the expectations of everyone we touch by delivering the joy of discovery through the power of relationships. Every day, in nine countries and counting, QVC engages millions of shoppers in a journey of discovery through an ever-changing collection of familiar brands and fresh new products, from home and fashion to beauty, electronics and jewelry. Along the way, we connect with shoppers via live dialog, engaging stories, interesting personalities and award-winning customer service. Based in West Chester, Pa. and founded in 1986, QVC has more than 17,000 employees and has retail operations in the U.S., Japan, Germany, United Kingdom, Italy, France, and through a joint venture in China. Worldwide, QVC engages shoppers via 15 TV channels reaching more than 360 million homes, seven websites, and 195 social pages. Visit corporate.qvc.com to learn more.

QVC is a wholly owned subsidiary of Liberty Interactive Corporation and is attributed to the QVC Group tracking stock (NASDAQ: QVCA, QVCB). Liberty's QVC Group also includes zulily, a digital retailer obsessed with bringing customers special finds every day at incredible prices. zulily has been a wholly-owned subsidiary of Liberty Interactive Corporation since October 2015. zulily features an ever-changing, always delightful collection of clothing, home décor, toys, gifts and more--for the whole family. Unique products from up-and-coming brands are featured alongside favorites from top brands, giving customers something new to discover each morning. Launched in 2010, zulily is headquartered in Seattle. Among mass merchants, the combined QVC Group (including QVC and zulily) is the #3 mobile retailer in the U.S., the #8 mobile retailer globally, and the #4 ecommerce player in North America, according to Internet Retailer. QVC, Q, and the Q Ribbon Logo are registered service marks of ER Marks, Inc. For more information on Liberty Interactive Corporation, visit www.libertyinteractive.com.

The photo is also available at Newscom, www.newscom.com, and via AP PhotoExpress.

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 Primary Logo

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