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Sequential Brands Group and Staples Announce Expansion of Martha Stewart Products Exclusively at Staples

Lifestyle expert provides new essentials for school, home, office and travel

NEW YORK, July 11, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) and Staples (Nasdaq:SPLS) announce the expansion of the Martha Stewart line of office products available exclusively at Staples.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/570cf35e-32a1-4a32-aad0-c255b55acc2f>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/498aad33-6535-4a99-ba3b-e5f8d5f04242>

The collection includes a new line of organizing products and accessories such as Discbound™ notebooks, message boards, folders, and Stack + Fit® storage solutions. The new product, which has been available since June, features beautiful new patterns, gold-finished hardware, and two new colors, persimmon and gray. The line also features a customizable Wall Manager® System.

"When we design, our goal is to identify innovative organizing ideas and transform them in to stylish, high-quality products that consumers love and trust. It's important that people have the ability to stay organized whether the space they're working with is a roomy office, a small desk, a closet or just a tote bag. We design products which make those spaces as functional as possible. Consumers really appreciate our attention to detail and use this line for its quality, style, and value," said Martha Stewart.

Earlier this year, the Martha Stewart line of office products launched a new office storage system and new travel products and accessories. The office storage system offers basketweave bins with raised lids that make stacking and storing easy in even the smallest spaces; bins come in 6 sizes, most of which can hold letter-size paper and standard folders. The travel line is designed to help travelers stay organized and ease the travel experience; products include a brand-new Martha Stewart backpack—featuring a rear pocket that unzips to slip over a rolling luggage handle—a tote bag, and assorted zipper pouches, perfect for accessories such as toiletries, makeup, and more. These latest products and the entire Martha Stewart collection are currently available online at Staples.com/MarthaStewart and in stores.

"We're thrilled to expand the exclusive Martha Stewart collection at Staples that includes beautiful organizational products and bright pattern finishes," said Amy Steel Vanden-Eykel, vice president, merchandising, Staples. "The Martha Stewart brand is perfect for the moms and teens who are looking for a stylish, functional alternative to classic office supplies."

About Martha Stewart

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author, and a trusted lifestyle expert and teacher. 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:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, active and fashion 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.

About Staples, Inc.

Staples makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online,

on mobile devices, or through the company's innovative buy online, pick-up in store option. Staples offers more products than ever, such as technology, facilities and breakroom supplies, furniture, safety supplies, medical supplies, and Print and Marketing Services. Headquartered outside of Boston, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. More information about Staples (SPLS) is available at www.staples.com.

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