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Live Beautifully With QVC and Martha Stewart

America's Most Trusted Lifestyle Expert to Debut Fashion, Skin Care, Garden and Gourmet Food Collections

WEST CHESTER, Pa., Sept. 6, 2017 /PRNewswire/ -- Make your world a more beautiful place with the help of QVC and Martha Stewart. Emmy® Award-winning television show host, entrepreneur and best-selling author Martha Stewart has dedicated her career to teaching and inspiring people to live more beautiful, more functional and more meaningful lives. Now she is bringing that devotion to her signature [QVC collection](#), spanning multiple categories including fashion, skin care, garden and food, all inspired by Martha's impeccable taste and incomparable passion. Martha made her QVC debut on August 13 with "Martha Stewart's Slow Cooker" cookbook.



"We were blown away by the tremendous response to Martha's cookbook, which sold out in its first airing," said Doug Howe, Executive Vice President of Merchandising for QVC. "Our customers welcomed Martha back with open arms, and we can't wait to impress them with Martha's full product assortment. At QVC, we are constantly striving to bring our customers not only the newest and most innovative items, but products that are designed to solve everyday problems and make life easier. Martha shares this philosophy and has worked with us to develop a collection that will truly inspire people to live more beautifully, in all aspects of their lives."

Tune in to QVC® on **September 7** during "**Inspired Style® - Live from New York City**" at **10 PM (ET)** for a first look at select items from Martha's fashion collection, and check back on **September 25** for the premiere of "**Martha Stewart - Fashion**" at **6 PM (ET)**, featuring items ranging from knit and woven tops to denim essentials, designed for easy, everyday living. On **September 19 at 10 AM (ET)**, Martha will unveil all the tools and tips needed to beautify any backyard or outdoor space in the first "**Martha Stewart - Garden**" show.

To assist with holiday meal planning and preparation, Martha will return to QVC on **October 18** with the Today's Special Value®, scheduled to debut at **midnight (ET)**. Each day, QVC picks one special item it believes shoppers will love, and offers it at an exceptionally low price from midnight (ET) until 11:59 PM (PT) that day. Tune in at **midnight (ET) and 7 PM (ET)** on **October 18** for "**Martha Stewart - Gourmet Food**", featuring an assortment of gourmet foods and decadent confections. "**Mario Badescu Skin Care with Martha Stewart**", a collaboration with Mario Badescu, is scheduled to launch on **November 10 at 9 PM (ET) and 10 PM (ET) on Beauty IQ**.

"Working in new product categories and with QVC—a multi-platform, multi-network shopping experience—has been very exciting," said Martha Stewart. "I have developed signature collections that reflect my passion for beautiful living and I look

forward to expanding our product offerings."

Martha Stewart is an Emmy[®] Award-winning television show host, entrepreneur, bestselling author of 89 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.

Items from the entire Martha Stewart collection are scheduled to be available through QVC.com, the QVC apps or by calling [800.345.1515](tel:800.345.1515). For the latest news and happenings at QVC, please visit the QVC Newsroom at newsroom.qvc.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.

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. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

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