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Sequential Brands Group Announces New Licensee for Ellen Tracy

New Partnership Further Expands Brand in Home Category

NEW YORK, Aug. 22, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group Inc. (Nasdaq:SQBG) today announced a new multi year licensing agreement with Cathay Home, a leading manufacturer of home textile products, to create an Ellen Tracy Home line in categories such as comforters, duvets, sheets, throws, blankets and quilts. The new line is scheduled to hit stores in Spring 2018.

Jameel Spencer, Fashion Division President at Sequential Brands Group said, "Ellen Tracy continues to be one of our top performing brands in our fashion division. This new partnership builds on the brand's success to date expanding it into multiple new product categories and solidifying its presence in the home space."

The addition of these new categories build on the existing Ellen Tracy Home business which includes towels, window dressing, and home storage.

Cathay Home CEO Steven Chien commented, "We are excited to partner with Sequential Brands Group and look forward to launching the Ellen Tracy Home line at fall market."

Established in 1949, Ellen Tracy has evolved into a full women's lifestyle brand known for sophisticated color palettes and signature prints. With over 30 product categories, the brand is designed, manufactured and distributed by world-class companies.

About Sequential Brands Group

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 Cathay Home Inc.

Cathay Home Inc. was established in 2005 with offices and a showroom in New York, and is a leading manufacturer of Top of the Bed products such as Comforters, Sheets, Duvets, Quilts, Throws and Blankets. Cathay Home markets extend globally with a strong foothold in Canada and the EU market. Cathay Home is a vertically organized manufacturer with a strong marketing, design and product development focus.

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