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Martha Stewart Premieres First-Ever Fragrance Line

Introducing home fragrances by Martha Stewart Collection™

NEW YORK, Nov. 14, 2016 (GLOBE NEWSWIRE) -- Martha Stewart and Sequential Brands Group, Inc. (Nasdaq:SQBG) announce an exciting new expansion of the Martha Stewart Collection™, exclusively at Macy's, with the launch of her first-ever line of home fragrances. The new assortment, personally designed by Martha Stewart, is available on macys.com and in Macy's stores throughout the country. This brand expansion brings the Martha Stewart Collection to the main floor of Macy's stores.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/c104f3ba-fc2d-4f41-a764-4a5f4e3f8b9b>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/0dceac08-1db2-4741-8b00-322c6306fe3b>

The debut collection, "From the Garden", includes bar soap, hand soap, hand cream, and body lotion, as well as candles, diffusers, and room sprays. All are available in six signature scents inspired by Martha's gardens—Mission Fig, Calamondin Orange, White Flowers, Currant Berry, Cool Cucumber Water, and Fresh Lemon Basil—and one holiday scent, Winter Evergreen. Prices range from \$12.00 - \$32.00.

The fragrances will also be available to purchase in two gift sets: a Scented Soap and Lotion Gift Set (\$49.00) and a Home Fragrance Gift Set (\$69.00).

"These livable scents, inspired by flowers, fresh herbs, garden berries, and rejuvenating citrus, are a reminder that the most pure and pleasing fragrances are those we find in nature," said Martha Stewart. "Our homes should be filled with beautiful designs and color, and with fresh and natural scents. Our fragrances do just that, subtly adding scents that are reminiscent of gardens and orchards. In addition, our packaging is beautiful and thoughtfully designed to fit everyone's décor."

The [Martha Stewart Collection](#) has been available exclusively at Macy's since 2007, providing a distinctive and broad range of high-quality, beautifully designed home essentials. Inspired by Martha's favorite things, it encourages customers to create their "dream home." The collection encompasses a variety of home goods, including bed and bath textiles, housewares, casual dinnerware and serveware, cookware, and holiday items. Also at Macy's from the Martha Stewart Collection is Whim™, an exclusive assortment of textiles and tabletop products in fun, playful prints and colors.

ABOUT MARTHA STEWART

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 87 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. 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 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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