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USA TODAY NETWORK and Sequential Brands Group Announce Multi-Year Strategic Partnership to License the Martha Stewart Brand in Connection with the Food & Wine Experience Event Series

Martha Stewart to Join USA TODAY NETWORK Events in Detroit, Ventura, Scottsdale and Las Vegas

MCLEAN, Va.--(BUSINESS WIRE)-- USA TODAY NETWORK, part of Gannett Co, Inc. (NYSE:GCI), and Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential") are proud to announce a multi-year strategic partnership to license the Martha Stewart brand in connection with the USA TODAY NETWORK Food & Wine Experience event series, kicking off in Detroit on Sept. 16th.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170727005470/en/>

The USA TODAY NETWORK Food & Wine Experience series is a 10-city multi-sensory culinary tour that beckons guests to explore the American culinary scene, regional food trends and traditions, the chef leaders who create them and the colorful personalities that dot the restaurant, wine, beer and spirits landscape.

Stewart, the iconic food & lifestyle leader with a robust brand, will lead exciting cooking demonstrations sharing her favorite recipes and techniques. Stewart will also be on hand for fan meet-and-greets at the following locations and dates: Detroit Free Press Food & Wine Experience, Sat., Sept. 16; Ventura County Star Food & Wine Experience, Sun., Oct. 1; azcentral.com Food & Wine Experience in Scottsdale, Sat., Nov. 4; and at Martha Stewart's Food & Wine Experience presented by the USA TODAY NETWORK in Las Vegas, Sat., Dec. 2.

"I'm delighted to partner with Gannett on these events. We will be exploring the exciting culinary scenes in key regions across the country," said Martha Stewart. "For many years, I have worked with scores of great chefs, talented mixologists and brilliant entrepreneurs in the food and beverage industry who are changing the regional landscape and instilling a new appreciation for the local and for farm to table. I look forward to observing their work first hand in each of the markets we're visiting this year."

In addition to the four cities in which Stewart will participate, USA TODAY NETWORK Food & Wine Experiences will also take place in Rochester, Indianapolis, Louisville, Green Bay, Milwaukee and the Paradise Coast of Southwest Florida. The Martha Stewart brand will be integrated into each of these events as well.

The anchor event of the USA TODAY NETWORK Food & Wine Experience is a Grand Tasting of restaurants that showcases chef creations for guests to sample and enjoy. The events also spotlight elements of fine living with wine seminars, chefs' panels, kitchen displays and other innovative subjects.

Martha Stewart, author of more than 80 cookbooks and creator of several Emmy Award-winning television shows, will present in a pavilion designed to showcase her lifestyle products. Guests can explore and even purchase goods on site at the events.

"We are honored to partner with Martha Stewart. Ms. Stewart is an American icon and strongly associated with the type of luxury culinary experiences that we are delivering at our Food & Wine Experiences across the country. It is a perfect culinary pairing of great brands and one more way we give our consumers experiences that are unique to the USA TODAY NETWORK," said Andy Yost, chief marketing officer for Gannett.

Karen Murray, chief executive officer of Sequential Brands Group, said, "We are thrilled to work with Gannett on this exciting experiential collaboration. The Food & Wine Experience series allows the Martha Stewart brand and its retail partners to directly connect with fans across the country."

Tickets can be purchased online at foodandwine.usatoday.com. To learn more about this program, please contact Craig Kaplan at ckaplan@usatoday.com or 212-715-2143.

About USA TODAY NETWORK

USA TODAY NETWORK, part of Gannett Co, Inc. (NYSE: GCI), is the largest local to national media organization in the country. Powered by an integrated and award-winning news and marketing network, with deep roots in local communities spanning the US with more than 100 brands, plus USA TODAY, we engage more than 110 million people every month through a diverse portfolio of multi-platform content offerings and experiences. For more information, visit www.gannett.com.

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

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@sbq-ny.com.

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