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## **Sequential Brands Group Announces New Collaboration for GAIAM and Actress and Activist Jessica Biel**

### **Jessica Biel Signature Collection by GAIAM to Launch in Fall 2018**

NEW YORK, Sept. 26, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group announced an exciting new multi-year collaboration between GAIAM—the yoga, fitness and wellness brand—and actress and activist, Jessica Biel today. This is the GAIAM brand's first-ever collaboration and will include a capsule collection co-designed by Jessica Biel that is expected to debut in stores in Fall 2018.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/6de5996a-18a9-41c0-b347-ca1b816cd880>

"Jessica Biel is the perfect ambassador for the GAIAM brand. She is a wife, mom, actress and activist who is passionate about health and fitness and works hard to maintain a balanced lifestyle," said Eddie Esses, President of Sequential's Active Division. "Through this partnership, we have an incredible opportunity to showcase the GAIAM brand and further expand its awareness."

GAIAM's first campaign with Jessica Biel is scheduled to launch in Spring 2018.

Said Biel, "Health and wellness are important to me, which is why I'm thrilled and honored to be GAIAM's first ever brand partner. Beyond using and wearing GAIAM products, I know them to be a trusted name in this space. More importantly, they put an emphasis on accessibility for all people. I believe that fitness and wellness choices are individual, which is why my vision for this collaboration is to demystify the yoga experience and create something for all fitness levels."

The Jessica Biel Signature Collection by GAIAM will feature an assortment of activewear and yoga accessories including capris, leggings, tops and jackets.

"This partnership is a great win for the GAIAM brand and further strengthens its position in the marketplace as one of the leading yoga, fitness and wellness brands," said Karen Murray, CEO of Sequential Brands Group. "There are many exciting new growth opportunities underway for the brand, and by collaborating with Jessica those initiatives will be amplified in a much larger way."

With a 20+ year heritage, GAIAM is dedicated to making yoga, fitness, and wellness accessible to all through a wide distribution network that consists of approximately 38,000 retail doors, 19,000 stores-within-stores, 5,000 category management locations, e-commerce, and a mobile platform that features Yoga Studio, the leading paid yoga app for Apple, mobile, and tablet devices with over 2 million downloads to date.

### **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](http://www.sequentialbrandsgroup.com). To inquire about licensing opportunities, please email: [newbusiness@sbg-ny.com](mailto:newbusiness@sbg-ny.com).

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