



February 22, 2017

Sequential Brands Group to Announce Fourth Quarter and Full Year 2016 Financial Results on March 2, 2017

NEW YORK, Feb. 22, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. ("Sequential" or the "Company") (NASDAQ:SQBG) will issue financial results for its fourth quarter and full year ended December 31, 2016 before the market opens on Thursday, March 2, 2017.

Management will provide further commentary on the Company's financial results on a conference call at 8:30am ET that day. To join the conference call, please dial (877) 407-0789 or visit the investor relations page on the Company's website: www.sequentialbrandsgroup.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. 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.

Investor Relations Contact:

Katherine Nash: knash@sbg-ny.com; (512) 757-2566

Media Contact:

Jaime Cassavechia: jcassavechia@sbg-ny.com; (212) 518-4771 x108