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Martha & Marley Spoon Expands Distribution with AmazonFresh

Launching in four major regions, including New York and San Francisco, AmazonFresh customers can now shop Martha Stewart's meal kits and receive her trusted recipes and quality, pre-portioned ingredients delivered to their door seven days a week.

NEW YORK, March 14, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential" or the "Company") and Marley Spoon, Inc. announced today that customers in select cities can now [order](#) Martha & Marley Spoon meal kits through AmazonFresh.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/e9124565-8450-4f73-a20e-b33c09de63e2>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/d752f481-ca7d-4bf4-a6f9-8e37716b7f97>

Beginning today, AmazonFresh customers in the larger metro areas of New York, San Francisco, Dallas and Philadelphia can purchase a Martha & Marley Spoon meal kit that includes a delicious recipe and pre-portioned ingredients to cook a meal for two adults. Offering Martha & Marley Spoon products through AmazonFresh is an exciting new way for consumers to experience the convenience and variety of meal kits, without having to commit to several nights of meals or order a week in advance.

"I am pleased to collaborate with the most innovative retailer, Amazon, to bring better weeknight cooking solutions to all customers," said Martha Stewart. "It is so important to cook wholesome, delicious, healthy dinners, and I believe people will enjoy the nutritious and seasonal recipes offered by Martha & Marley Spoon, coupled with the flexibility and convenience of AmazonFresh."

Delivered and designed with simple, quick everyday cooking in mind, the Martha & Marley Spoon meal kits reflect Martha's love for fresh seasonal ingredients and varied cooking techniques. Each meal kit comes with an easy-to-follow recipe card that guides home cooks through six simple steps. Competitively priced, the Martha & Marley Spoon meal kit features quality pre-portioned fresh produce and proteins, artisanal ingredients, and healthy, quick-cook grains. Recipes will change seasonally to include the best ingredients available.

"We are setting a new standard for the meal kit industry by offering flexible delivery options, a variety of dishes to choose from and no meal plan service commitments via AmazonFresh," said Marley Spoon CEO and co-founder Fabian Siegel. "This partnership enables added flexibility for consumers looking to incorporate meal kits into their dinner routine, whether it be for a single night or several different meals for the week."

With AmazonFresh, customers can combine grocery and other shopping into one seamless experience that easily fits into their busy lives. Customers can order a wide range of items, including everything from fruits, vegetables, meat, seafood, baked goods, and dairy products to beauty products and household goods. AmazonFresh offers convenient delivery windows, seven days a week, including the option of either attended or unattended delivery.

To use AmazonFresh, Prime customers can simply go to www.amazon.com/amazonfresh and sign up for a free 30-day trial. After the free trial, Prime members can continue to shop AmazonFresh for a monthly fee of \$14.99.

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. *Martha Stewart Living*, the magazine she founded 25 years ago, has published more than 11,000 recipes, and MarthaStewart.com includes a recipe database of over 18,000 recipes. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.

ABOUT MARLEY SPOON, INC.

Marley Spoon creates meal kits that contain recipes and preportioned seasonal ingredients, making it easy to cook a delicious dinner at home. Customers have the ability to choose which recipes and for how many, from a fresh menu each week.

Founded in 2014 by Fabian Siegel and Till Neatby, Marley Spoon currently operates in six markets across three continents. In June 2016, Marley Spoon partnered with Martha Stewart and Sequential Brands Group, Inc. to launch Martha & Marley Spoon, a meal kit delivery service featuring Martha Stewart's award-winning recipes and smart cooking techniques. Martha & Marley Spoon meal kits are also available for order in select markets through [AmazonFresh](#).

Marley Spoon's global mission is to help millions of people to cook better and live smarter by radically reducing food waste. For more information, visit: www.marleyspoon.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, 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.

The photo is also available at Newscom, www.newscom.com, and via AP PhotoExpress.

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Martha & Marley Spoon

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