



March 22, 2017

## Sequential Brands Group Appoints Karen Murray Chief Executive Officer

NEW YORK, March 22, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) (the "Company") today announced that Karen Murray has been appointed Chief Executive Officer of the Company. Ms. Murray has also been appointed to serve as a Director of the Company. A strong operator who has a depth of management and industry experience, she was most recently President of VF Sportswear, a wholly owned subsidiary of VF Corporation, one of the world's largest apparel makers. Ms. Murray is replacing Yehuda Shmidman, who is stepping down from his position at the Company and as a member of the Board of Directors.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/c16dcf66-e126-4185-aac3-408bd41200a0>

William Sweedler, Chairman of the Board said, "Karen Murray has outstanding leadership skills and industry experience and she has demonstrated her ability to activate and grow successful brands. We are excited to have an executive of Karen's caliber join and lead our team at Sequential to grow with us. I have admired her and watched her thrive in her career, and I am pleased that we will be able to work together."

"I'm excited to join Sequential Brands Group, a company with powerful brands, world-class licensing and retail partners, and a talented team," said Ms. Murray. "After 30 years of experience managing consumer brands in both licensing and operating businesses, I'm thrilled to join a company with such strong growth prospects, and I look forward to working with the team."

Prior to joining Sequential, Ms. Murray was the President of VF Sportswear, where she oversaw the \$1.2 billion global brand, Nautica, as well as Kipling. She joined VF Sportswear, in 2007 as President of its Nautica Men's Sportswear and Nautica Jeans Company businesses and the following year, she was appointed President of VF Sportswear. Ms. Murray began her career at Gant, where she remained for nine years before transitioning to Liz Claiborne. She assumed many different roles throughout her tenure at Claiborne, including President from 1998 to 2007.

"On behalf of the Board, I want to thank Yehuda for his service and the contributions he has made during his tenure with the Company," continued Sweedler. "We wish him the best in his future endeavors."

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

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