



April 27, 2017

Sequential Brands Group to Announce First Quarter 2017 Financial Results on May 4, 2017

NEW YORK, April 27, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. ("Sequential" or the "Company") (Nasdaq:SQBG) will issue financial results for its first quarter ended March 31, 2017 before the market opens on Thursday, May 4, 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 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.

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