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Sequential Brands Group Announces New Category Expansion for Heelys With Activewear Line

NEW YORK, June 29, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential" or the "Company") announced today a key category expansion for its lifestyle brand Heelys® as it entered into a long-term license agreement with Sugar Plum NY to produce a line of activewear for children.

Heelys first activewear collection will launch in Spring 2018 and feature girls' skorts, leggings, shorts, capris, tank tops, tee shirts and hoodies in a variety of unique and sassy prints, vibrant solids and dynamic combinations of both. A line of boys' active apparel will launch Holiday 2018.

"In the past four years, Sequential has reinvigorated the Heely's brand, more than doubled the core business in footwear with our partner BBC, and expanded to new categories, first in backpacks and now in activewear. We believe the brand is well positioned for continued growth, and this new launch will further strengthen Heelys as a lifestyle brand in the global market," said Chad Wagenheim, EVP, Strategic Development at Sequential.

"We are thrilled to partner with Sequential to bring children fun athleisure wear in quality fabrics. Our collection of pants, shorts, tops and hoodies in eye-catching colors complement the Heelys footwear styles we know children will love to wear," added Michael Fallas, President and Owner of Sugar Plum NY, a leading children's apparel distributor.

The Heelys Activewear Collection will be on display at Sugar Plum NY's booth at Children's Club from August 6 — 8 at the Jacob Javits Center in New York and at Children's Club Magic from August 14-16 at the Las Vegas Convention Center.

In addition, Heelys Footwear Collection will be on display at BBC International's booth at FN Platform, the footwear trade forum also taking place August 14-16 at the Las Vegas Convention Center.

Founded in 1999, Heelys quickly became a breakout success in the world of action sports among children and teens with its innovative wheeled footwear. Heelys core product is patented dual-purpose footwear that feature a removable wheel located in the heel, transforming the shoes into stealth skates and giving users the freedom to seamlessly transition from walking or running to skating by shifting their weight to their heel. When the wheels are easily removed, the shoe performs just like any other shoe. For more information, visit www.heelys.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, fashion, and active 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. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

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