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## **Martha Stewart to Launch Martha Stewart Wine Co.**

### **The Trusted Lifestyle Expert Enters Direct-to-Consumer Wine Market with her Favorite Blends Curated from Around the World**

NEW YORK, April 05, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) and DRINKS announced today the launch of Martha Stewart Wine Co., an online wine shop featuring a carefully curated collection of wines, plus monthly wine club options and special occasion gift memberships, available only at [MarthaStewartWine.com](http://MarthaStewartWine.com).

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/7689da51-ba1b-4db8-99d6-bf1c46c78f43>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/bde2c1f4-15d6-4288-a4b2-576acf9ce497>

Beginning today, wine lovers can turn to Martha Stewart Wine Co. for a collection of wines tasted and selected by Martha from the world's great wine regions, plus a special collection of "Martha's Favorites" that she reaches for first when entertaining family and friends. An expert panel, which includes Chris Hoel, the former sommelier of The French Laundry, and Martha Stewart Wine Co.'s in-house winemaker, consulted with vintners from around the world to develop the collection, with selections from top wine-producing regions such as Bordeaux, Tuscany, and coastal California. The result is a diverse selection of wines that have all passed Martha's personal test for quality, delicious flavor, and the ability to pair well with food.

"I am excited to bring my passion for wine to wine lovers across the nation with Martha Stewart Wine Co.," said Martha Stewart. "Wine has played an important role in that part of my life focused on entertaining and teaching others how to entertain. With the launch of this fabulous online wine shop, I am confident that we can teach consumers how to pour the right wine, and enjoy the right wine, at every occasion."

"Martha brings a trusted and authoritative point of view, and we are thrilled to work closely with her to offer everyone the opportunity to enjoy the wine that Martha serves to her family and friends," said Zac Brandenburg, Chief Executive Officer of DRINKS. "Martha Stewart Wine Co.'s direct-to-consumer model offers wine lovers, and those new to wine, the chance to get award-winning wines conveniently delivered to their home or office."

"We are thrilled to announce today's expansion of the Martha Stewart brand, as it adds an entirely new product category to the business, while also furthering our e-commerce strategy," added Karen Murray, CEO of Sequential Brands Group. "With the successful growth we have seen of the Martha Stewart brand in direct commerce channels overall, we believe this new launch of Martha Stewart Wine Co. will become a significant business for us over time."

Martha Stewart Wine Co. offers a wide range of varietals and price points, from affordable everyday wines to premium, special occasion bottles. When a customer shops at Martha Stewart Wine Co., their selections will be carefully packaged and delivered to their door in about three business days. Shipping is included with orders of 12 or more bottles.

Monthly wine clubs and year-long gift subscriptions are also available through Martha Stewart Wine Co., offering curated wine packs for weddings, anniversaries, birthdays, and more. Ongoing deliveries can be tailored to the customer's liking and each shipment contains a congratulatory letter from Martha to the recipient, creating a special moment upon opening.

Additionally, MarthaStewartWine.com is a content-rich destination, offering in-depth wine storytelling and articles; video tasting notes and food pairings with "Martha's Favorites" wines; education and etiquette; recipes and pairings; entertaining ideas and tips; bottle reviews and more.

Martha Stewart Wine Co. delivers wine to legal adults 21 years of age and older. Home and office delivery is available within the United States, only at MarthaStewartWine.com. Pricing and availability of wines subject to change, and wine selections may vary by state.

For more information and the full collection from Martha Stewart Wines Co. visit: [www.MarthaStewartWine.com](http://www.MarthaStewartWine.com).

#### **ABOUT MARTHA STEWART**

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 88 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. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.

#### **ABOUT DRINKS**

DRINKS ([www.drinks.com](http://www.drinks.com)) operates the leading consumer marketplace for high quality and affordable premium wine available for delivery around the United States. Leveraging big data and patent-pending technology, DRINKS maximizes consumer demand by generating customized store shelves and wine packs to match prospective customers with the right wines. DRINKS was founded in 2013 in Los Angeles, CA by a team of digital marketing, technology, and beverage alcohol experts.

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

Both photos are available via AP PhotoExpress, and the photo, "Martha Stewart launches Martha Stewart Wine Co.," is also available at Newscom, [www.newscom.com](http://www.newscom.com).

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