



## Sequential Brands Group Announces Launch of MarthaStewart.TV App

November 8, 2018

**For the first time ever, stream Martha Stewart's television shows at home or on the go**

NEW YORK, Nov. 08, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) announced today the launch of their new OTT MarthaStewart.TV app available for Apple, Android, Amazon Fire +, Roku and Chromecast devices. This subscription application offers unlimited access to full episodes of Martha Stewart's years of evergreen entertaining and instructional television shows on cooking, baking, crafting, gardening, holiday decorating, organizing and all things Martha Stewart.

Starting at \$7.99 per month, subscribers can access themed playlists, many with links to featured recipes, projects and Martha's favorite sources. The app will launch with over 750 full television episodes and more shows will be added monthly from Martha's library of over 25,000 hours of television.

The app is powered by Vimeo's state-of-the-art OTT technology. Vimeo provides powerful tools for creators to build custom subscription services across all major platforms and connected devices.

"Wherever I go, people ask where they can find and watch my classic television shows. Now I am thrilled to share nearly three decades of exclusive television content on the MarthaStewart.TV app," says Martha Stewart. "We are building a community where we will send email alerts on seasonal uploads along with exclusive tips just for subscribers. The user experience on my app is informative, inspirational and easily accessible on any device."

A 14-day free trial is available now at MarthaStewart.tv.

### **About Martha Stewart**

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of over 90 books, and America's 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 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).

Media Contact:

Katherine Nash Sequential Brands Group, Inc

512-757-2566

[knash@sbg-ny.com](mailto:knash@sbg-ny.com)



Source: Sequential Brands Group, Inc.