



February 8, 2018

Sequential Brands Group Announces NBA Legend Kevin Garnett As Creative Director and Global Brand Ambassador for AND1

New Multi-Year Partnership Kicks-Off Iconic Basketball Brand's 25th Anniversary Initiatives

NEW YORK, Feb. 08, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential") announced today a multi-year partnership with NBA legend Kevin Garnett as the creative director and global brand ambassador for AND1, the iconic basketball brand which began in 1993. This year marks the brand's 25th anniversary and kicks off with the signing of Garnett — who was one of the brand's original ambassadors. Garnett resonates with the brand's streetball roots and the fusion of sports, music, and style.

"For 25 years, AND1 has remained synonymous with the game of basketball and its street-ball lifestyle," said Eddie Esses, President of Sequential's Active Division. "As we look to the future, we're excited to bring Kevin Garnett back to AND1 as the brand's creative director, global ambassador and strategist, to widen the brand's distribution channels and to expand into new territories. We're looking forward to working with Garnett and rolling out the innovative programs we have planned for the year, which will further deepen the brand's connection to consumers."

AND1 will launch a capsule collection co-designed by Garnett and an accompanying campaign featuring footwear, apparel, and accessories.

"I'm thrilled to get back to my roots and partner with AND1, one of the best basketball brands in the industry," said Kevin Garnett. "We have many initiatives underway that we'll be launching, including my new capsule collection, which I'm particularly excited about."

As an early AND1 ambassador, Kevin Garnett rose to stardom and changed the face of basketball forever. As one of the NBA's youngest players, he entered the 1995 NBA draft and became the first NBA player drafted directly out of high school in 20 years. He was selected to 15 All-Star Games, won the NBA MVP award in 2004, and won the NBA Championship in 2008. In 2016, after playing 21 seasons in the NBA, Garnett announced his retirement from professional basketball. Today, Garnett continues to be actively involved in the NBA as an analyst on "Area 21" on TNT, a studio show in which he hosts guests to discuss games and current events around the league.

About AND1

AND1 is a premier basketball footwear and apparel brand that has remained synonymous with the game of basketball and its streetball lifestyle for nearly 25 years. AND1's footwear, apparel and accessories can be found at select retailers around the world. For more information, visit www.and1.com.

About Sequential Brands Group

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the active, home 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. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

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