

Michaels and Sequential Brands Group Announce Expansion of Martha Stewart Offerings with Exclusive New Celebrations Collection for DIY Entertaining Enthusiasts

Over 300 New Party Essentials Will Help Customers Create Their Perfect Party

IRVING, Texas & NEW YORK--(BUSINESS WIRE)-- Michaels Companies, Inc. (NASDAQ: MIK), North America's largest arts and crafts specialty retailer, and Sequential Brands Group, Inc. (NASDAQ: SQBG) ("Sequential") announce the expansion of the Martha Stewart brand at Michaels to bring her unparalleled party prowess to its customers. The exclusive new **Martha Stewart Celebrations** collection, which adds more than 300 event essentials to her already robust offering of paints, tools, stencils, and paper crafts at Michaels stores, means makers and entertainers can add signature style and custom flair to every event and project. And, to take personalization and creativity to new heights, Michaels will also exclusively offer a new Martha Stewart Cricut machine, a go-to customization tool for every DIY fan.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180404005387/en/>



Cricut Explore Air™ 2 Martha Stewart machine in metallic pearl white (Photo: Business Wire)

Merchandising and Trend.

Designed to help customers plan holidays, birthdays, showers, and graduations with style and ease, Martha Stewart Celebrations features table settings, treats, favors, decor and more in ten distinctive, color-coordinated themes, each beautifully harmonized to create a cohesive look.

“Michaels is thrilled to expand our partnership with Sequential Brands Group for the Martha Stewart brand, whose offerings and unparalleled creativity continue to inspire our customers. We trust the new Martha Stewart Celebrations collection and Cricut machine will be no exception, as both provide elevated, unique items designed to make entertaining easy for every kind of event and style,” said Idalia Farrajota, Michaels SVP of

Assortment themes include: Black & White, Blue Ombre, Pink Ombre, Copper, Gold, Indigo, Iridescent, Sterling, Meyer Lemon and Mint & Blush. Coordinating cups, plates, napkins, Mylar balloon bouquets, banners, place cards, gift tags, gift bags, garland, confetti wands, streamers, pom-poms, ribbons and complete deluxe decor kits are offered for each collection so celebrations are made in a cinch. For more advanced makers and entertainers, mix-and-match opportunities abound as well, offering countless custom themes and color schemes.

“Whether you’re an avid party person or a first-time host, the smallest details of party planning can be overwhelming. Martha Stewart Celebrations eliminates the guesswork and stress with beautiful, comprehensive themes designed to cover your table, your décor, gifts and more, while offering clever and beautiful mix-and-match options for those who want to put their own spin on a special celebration. It’s always a pleasure to work with Michaels, which offers best-in-class DIY products and inspiration for every customer,” said Martha Stewart.

“We’re thrilled to expand our partnership with Michaels and launch the Martha Stewart Celebrations collection. Entertaining is synonymous with Martha Stewart which makes this new collection a natural category expansion for the brand,” said Carolyn D’Angelo, President of Sequential’s Home Division. “This launch is just the start of our expanded partnership with Michaels, and we’re looking forward to rolling out additional products later in the year.”

To complement Celebrations, Michaels will also offer the ultimate DIY craft companion, a special-edition **Cricut Explore Air™ 2** Martha Stewart machine in signature, metallic Pearl White, debuting exclusively on Michaels.com April 6th and in Michaels stores in May. Cricut makes party customization a cinch, with its Design Space® software and state-of-the-art cutting machine, it cuts more than 100 materials—from cardstock to vinyl to leather—to quickly create one-of-a-kind cards, banners, gifts, artwork and anything else users can imagine. What’s more, the Martha Stewart Cricut comes with 25 free Martha Stewart Projects for truly inspired events.

To find out more on Martha Stewart Celebrations and Cricut, along with other entertaining inspiration, please visit www.michaels.com.

About The Michaels Companies, Inc.

A Fortune 500® Company, The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for Makers and do-it-yourself home decorators.

The Company owns and operates more than 1,200 stores in 49 states and Canada under the brands Michaels, Aaron Brothers and Pat Catan’s. The Michaels Companies, Inc., also owns Artistree, a manufacturer of high quality custom and specialty framing merchandise, and Darice, a premier wholesale distributor in the craft, gift and decor industry. The Michaels Companies, Inc. produces a number of private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, ArtMinds®, Artist’s Loft®, Craft Smart®, Loops & Threads®, Make Market®, Foamies®, LockerLookz®, Imagin8®, and Sticky Sticks®. Learn more about Michaels at www.michaels.com.

About Martha Stewart

Martha Stewart is an Emmy® Award-winning television show host, entrepreneur, bestselling author of 90 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. Currently, the Martha Stewart brand reaches approximately 100 million

consumers across all media and merchandising platforms each month.

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. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

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