

# MakerBot to Launch Exclusive Partnership with Martha Stewart Living Omnimedia

*New Licensing Agreement Brings the Martha Stewart Design Aesthetic to 3D Printing*

BROOKLYN, N.Y.--(BUSINESS WIRE)-- **MakerBot**, a world leader in the desktop 3D printing industry, and **Martha Stewart Living Omnimedia Inc. (MSLO)**, today announced an exclusive agreement to distribute 3D printing materials and jointly develop 3D printable designs. The collaboration includes **Martha Stewart for [MakerBot® Filament](#)**, MakerBot's first-ever co-branded collection of MakerBot Filament, as well as **Martha Stewart for [MakerBot Digital Store](#)** collections, with models to be purchased, downloaded and 3D printed on a MakerBot Replicator® 3D Printer. Three new Martha Stewart for MakerBot PLA Filament colors and the first Martha Stewart for MakerBot Digital Store collection, the Trellis Collection, are available at [makerbot.com](http://makerbot.com) and on MakerBot's Digital Store beginning today.



MakerBot launches exclusive agreement with Martha Stewart Living Omnimedia to develop and market Martha Stewart for MakerBot Filament and Martha Stewart for MakerBot Digital Store collections. Three new filament colors and a Trellis Digital Store collection are available today at [www.makerbot.com](http://www.makerbot.com). (Photo: Business Wire)

“We are big fans of Martha Stewart and her thematic designs,” noted Jenny Lawton, acting CEO of MakerBot. “We think her creations and colors are a natural fit for 3D printing. Seeing a renowned lifestyle brand such as MSLO introduce 3D printable merchandise is a true testament to their company’s innovative outlook. By working with the MSLO team,

we’re able to broaden our reach and bring Martha Stewart’s design aesthetic to an entirely new audience.”

The MakerBot and MSLO partnership is a relationship that MakerBot describes as a true collaboration. Martha Stewart and her team of designers are working side by side with the MakerBot design teams to produce MakerBot Digital Store collections that allow customers to easily 3D print premium Martha Stewart content in custom Martha Stewart colors. MakerBot created the MakerBot Digital Store to sell original, fun and collectible digital content specifically designed for MakerBot Replicator 3D Printers. The MakerBot Digital

Store offers a wide selection of 3D printable models that are verified by MakerBot as easy to print, and the new Martha Stewart designs will add to the store's variety of useful 3D printing options.

"We are thrilled to work with MakerBot to bring our signature color palette and designs to the world of 3D printing," noted Martha Stewart, Founder and Chief Creative Officer of MSLO. "3D printing allows for cost-effective product design without compromising artisanal character. With this partnership, we are able to leverage our expertise and expand our business into the exciting new 3D printing category."

The initial Martha Stewart for MakerBot PLA Filament colors, **Lemon Drop, Robin's Egg and Jadeite**, are available starting today, November 17, at MakerBot Retail Stores in New York, Boston and Greenwich, Connecticut, and online at [store.makerbot.com/pla-filament](http://store.makerbot.com/pla-filament). These new Martha Stewart colors join more than 20 other MakerBot PLA Filament colors that are made to add a fun and dynamic element to 3D printing. All MakerBot Filaments are manufactured to produce the highest quality 3D prints. MakerBot PLA Filaments are also the best, purest and most consistent filaments for MakerBot Replicator 3D Printers.

The first Martha Stewart for MakerBot Digital Store collection, the **Trellis Collection**, allows MakerBot users to download exclusive table accessory designs. This first collection offers a coaster, napkin ring, place card holder and LED votive holder and is available today at [digitalstore.makerbot.com/martha-stewart](http://digitalstore.makerbot.com/martha-stewart). Individual designs start at \$0.99 and the full collection is available for \$2.99.

To learn more about MakerBot, visit [makerbot.com](http://makerbot.com). To learn more about Martha Stewart Living Omnimedia, visit [marthastewart.com](http://marthastewart.com).

## About MakerBot

**MakerBot**, a subsidiary of **Stratasys Ltd.** (Nasdaq:SSYS), is leading the Next Industrial Revolution by setting the standards in reliable and affordable desktop 3D printing. Founded in 2009, MakerBot sells desktop 3D printers to innovative and industry-leading customers worldwide, including engineers, architects, designers, educators and consumers. To learn more about MakerBot, visit [makerbot.com](http://makerbot.com).

## About Martha Stewart Living Omnimedia

**Martha Stewart Living Omnimedia Inc.** (NYSE:MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The company reaches approximately 100 million consumers across all media platforms each month and has a growing retail presence in thousands of retail locations. MSLO's media brands, available across multiple platforms, include Martha Stewart Living and Martha Stewart Weddings; the company also offers books and utility apps. MSLO's television and video programming includes the "Martha Stewart's Cooking School" and "Martha Bakes" series on PBS, in addition to made-for-the-web video and a vast library of how-to content available online. "Martha Live," a radio show hosted by Martha Stewart, airs every weekday on SiriusXM Channel 109. MSLO also designs high-quality Martha Stewart products in a range of lifestyle categories available through select retailers, including The Home Depot, Macy's, JCPenney, Staples, PetSmart, Michaels and Jo-Ann Fabric & Craft Stores. The MSLO family of brands also includes Chef Emeril

Lagasse's media and merchandising properties. Additional information about MSLO is available at [www.marthastewart.com](http://www.marthastewart.com).

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20141117005964/en/>

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