



## **REVO Announces Strategic Partnership with Centennial Optical Canada**

**NEW YORK, NY - January, 2015** – REVO, a wholly-owned subsidiary of Sequential Brands Group, Inc. (NASDAQ:SQBG), announced today that it has entered into a long-term distribution agreement with Centennial Optical for distribution of its performance eyewear in Canada for both optical and non-optical markets.

Cliff Robinson, Co-President of B. Robinson Optical of New York, which manufactures REVO Sunglasses under an exclusive license agreement with Sequential stated, "We are thrilled to be working with Centennial Optical as they bring incredible expertise and insight into the Canadian market." "We look forward to partnering with them to bring an iconic performance eyewear brand like REVO to optometrists, opticians and independent sport/specialty retailers across Canada".

Allen Nightingale, Vice President of Centennial Optical further added, "REVO essentially invented performance eyewear and our intention is to build upon this great heritage to help grow the brand throughout Canada." Our company will work closely with REVO and we are very excited to have this opportunity to bring such an innovative sunglass brand to optical market and retailers."

Founded in 1985, REVO quickly became a global performance eyewear brand known as the leader in polarized lens technology. REVO sunglasses were first created by utilizing lens technology developed by NASA as solar protection for satellites. Nearly three decades later, REVO continues to build on its rich tradition of technology and innovation by offering the clearest and most advanced high-contrast polarized sunglasses available. Designed for the active consumer, the REVO eyewear collection will be available wherever fine eyewear is sold across Canada.

### **ABOUT CENTENNIAL OPTICAL LIMITED**

Centennial Optical is a Canadian-owned optical logistics company distributing ophthalmic frames and lenses, sunglasses, contact lenses, lab supplies, cases and accessories, nationally and internationally. Founded in 1967, Centennial sells optical goods and services to Eye Care Professionals (Optometrists, Opticians and Ophthalmologists), optical laboratories and optical retailers. With corporate headquarters and central distribution located in Toronto, Centennial also has local distribution offices in Montreal, Edmonton and Vancouver.

### **ABOUT B. ROBINSON**

B. Robinson Optical, founded in 1926, has been a leader in the eyewear industry for over 85 years. Known for superior quality and unique design, B. Robinson's fashion division offers many licensed collections. Their sport division manages the world-renowned REVO brand. The luxury division of the company is called Legacie.

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