



MARTHA STEWART LIVING OMNIMEDIA

MARTHA STEWART **Founder**

From the award-winning magazine, *Martha Stewart Living*, to the bestselling product lines that bear her name, Martha Stewart shares the creative principles and practical ideas that have made her America's most trusted guide to stylish living. Millions of consumers rely on Martha Stewart as their arbiter of style and taste and their guide to all aspects of everyday living - from cooking and entertaining to decorating and home renovating, and much more.

Martha has always drawn inspiration from her surroundings. Raised in Nutley, New Jersey, in a family with six children, Martha developed her passion for cooking, gardening and homekeeping in her childhood home on Elm Place. Her mother, a schoolteacher and homemaker, taught her the basics of cooking, baking, canning, and sewing; her father, a pharmaceutical salesman and avid gardener, introduced her to gardening at the age of three in the family's small but orderly backyard plot. While earning a bachelor's degree in history and architectural history at Barnard College, Martha worked as a model to pay her tuition. She was married in her sophomore year, and, upon graduating, became a stockbroker on Wall Street, where she gained her early business training. After moving to Westport, Connecticut, in 1972 with her husband and daughter, Alexis, she developed a catering business that showcased her remarkable talent and originality. Her unique visual presentation of food and the elegant recipes she created for her catered events were the basis for her first book, *Entertaining*, published in 1982.

Martha's business sense and creative vision provided the framework for Martha Stewart Living Omnimedia, and the expansive multimedia portfolio which includes award-winning properties such as the magazines *Martha Stewart Living* and *Martha Stewart Weddings*, as well as Martha Stewart Living Radio on SIRIUS Satellite Radio, which delivers "how-to" guidance and advice 24 hours a day, seven days week. The Emmy Award-winning nationally syndicated, daily, "how-to" series, *The Martha Stewart Show* is in its second season and was renewed early for a third season.

MSLO also publishes *Everyday Food* and *Body + Soul* magazines. *Everyday Food* has a companion PBS television show and is also a book; *Everyday Food: Great Food Fast*, which is published by Clarkson Potter, became an instant bestseller when it was released in March 2007. The company recently launched *Blueprint: Design Your Life*, a magazine created for today's modern, multi-tasking woman, ages 25-45.

Martha is also the author of dozens of bestselling books on cooking, decorating, gardening and other domestic arts. In October 2005, Martha released her first business

“how-to” book, *The Martha Rules: 10 Essentials for Achieving Success as You Start, Grow, or Manage a Business*, published by Rodale. *Martha Stewart’s Baking Handbook*, Martha’s first cookbook in six years, appeared the following month from Clarkson Potter. Her latest book, the bestselling *Martha Stewart’s Homekeeping Handbook: The Essential Guide to Caring for Everything in Your Home*, was published in November 2006 by Clarkson Potter.

In addition to its media properties, the company offers a broad range of branded merchandise for the home, including *Martha Stewart Everyday* products at Kmart, *Martha Stewart Furniture with Bernhardt*, and a forthcoming line of *Martha Stewart Collection* home products available exclusively at Macy’s and on macys.com. Area rugs with Safavieh, modular carpet tiles with FLOR, Inc. as well as lighting and ceiling fans with Generation Brands are forthcoming. The company also offers *Martha Stewart Colors*, a new paint palette with Lowe’s Companies, Inc., as well as Martha Stewart homes and communities in partnership with KB Home, an industry-leading homebuilder.

MSLO’s merchandise offerings are not limited to homes and home products. The company recently forged an agreement with Kodak to develop a line of branded Martha Stewart personalized photo products. The new line, available on www.kodakgallery.com and on www.marthastewart.com, debuted in late September 2006 and features cards, photo albums, stickers, invitations, baby announcements and calendars. MSLO also offers the *Martha Stewart Crafts* line of paper-based crafting and storage items products, manufactured by EK Success, exclusively in Michaels stores.

Awards and Honors:

Martha Stewart has been awarded numerous honors and distinctions from the worlds of business, education, television, media, culinary arts, and retail. In March 2007, *Martha Stewart Living* was included on *AdWeek’s* annual “Hot List” and in October 2006, topped *MediaWeek’s* first-ever “Brand Blazers List,” featuring the top 10 magazines to cultivate new revenue streams by extending the core brand. In March 2006, *Martha Stewart Living* magazine’s executive team, including Martha, was named “Executive Team of the Year” in *Adweek’s* “Hot List” issue. In April 2005, she was included among the 100 most influential men and women of the year in *TIME* magazine’s annual “TIME 100” list. She was inducted into the Nutley, New Jersey Hall of Fame in September 2003, in recognition of her achievements. The American Institute of Floral Designers gave her the 2002 Award of Merit. In October 2005, 2001 and 2000, Martha was included on *Forbes* magazine’s annual “Forbes 400” list. Barnard College honored her in March 2001 with the Iphigene Ochs Sulzberger Award. In October 2000 and October 2005, *Vanity Fair* magazine selected Martha Stewart as #42 and #50, respectively, in its annual New Establishment list of the top 50 leaders of the Information Age. Five times, she has been named one of the “50 Most Powerful Women” by *Fortune* magazine (October 2005, October 2001, October 2000, October 1999, and October 1998), as well as “New York’s 100 Most Influential Women in Business” by *Crain’s New York Business* in September 1999, and one of “America’s 25 Most Influential People” by *TIME* magazine in June 1996.

Martha and the Martha Stewart Living Television team earned 14 Daytime Emmy Awards: “Outstanding Achievement in Art Direction/Set Decoration/Scenic Design” in the 2005-2006 season, “Outstanding Service Show” in the 2004-2005, 2003-2004, 2002-03,

2000-01, 1999-00, 1998-99, and 1994-95 broadcast seasons, "Outstanding Directing in a Service Show" for the 1997-98 broadcast season, "Outstanding Service Show Host" in the 2002-03, 2001-02, 1996-97 and 1994-95 broadcast seasons, and "Outstanding Achievement in Single Camera Photography" for the 2003-2004 broadcast season. The show received a total of 60 Emmy nominations during its 10 seasons. Martha Stewart Living Television received the James Beard Foundation Award for the Best National Cooking Segment in 1998, 2003, and 2005.

In 2002, Martha accepted the Art Director's Club's Vision Award presented to Martha Stewart Living Omnimedia, Inc. In March 1998, she earned an Edison Achievement Award from the American Marketing Association. In fall 1998, Martha Stewart was presented the HFN 1998 CEO Summit Award, and was inducted into the National Sales & Marketing Hall of Fame. HFN also named Martha Stewart the top Lifestyle/Designer for Martha Stewart Everyday products in September 1999. Martha was named "Publishing Executive of the Year" by *Adweek* in March 1996, and was a recipient of a 1996 Matrix Award in the magazine category, honoring her as an outstanding woman in the communications industry.