



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 that includes award-winning properties such as the magazines *Martha Stewart Living* and *Martha Stewart Weddings*, the marthastewart.com website, as well as Martha Stewart Living Radio on SIRIUS XM, 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 fourth 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.

Martha is also the author of dozens of bestselling books on cooking, decorating, gardening and other domestic arts, including the recent *Martha Stewart's Cooking School*, as well as *Martha Stewart's Cookies* and *Martha Stewart's Homekeeping Handbook: The Essential Guide to Caring for Everything in Your Home*, which was published in November 2006 by Clarkson Potter. In 2007, Clarkson Potter published *The Martha Stewart Living Cookbook Volume I: The Original Classics*, *The Martha Stewart Living Cookbook Volume II: The New Classics* and *Martha Stewart's Wedding Cakes*. 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.

Martha recognized early the power of the Internet and incorporated it into MSLO's Omnimedia business model from the beginning. In April 2007, the company relaunched marthastewart.com, which now reaches over 3 million unique visitors a month and offers instant access to the inspiring and trusted world of Martha Stewart. From entertaining and decorating to gardening, crafts, holidays and weddings, the website is the definitive source for Martha Stewart Living Omnimedia's unique, creative content and expert resources. Visitors can access more than 10,000 of the finest recipes, as well as video clips, articles, ideas and projects from the vast MSLO multimedia library. They can also participate in online workshops and, with the company's recent investment in WeddingWire, users can locate local vendors and plan and manage their wedding with an expanding array of digital wedding-planning tools. In addition, the site features several blogs, including "The Martha Blog—Up Close and Personal," and "Dinner Tonight," which offers a new dinner menu every weekday along with recipes from the pages of *Everyday Food* magazine. Earlier this year, the website was named an Official Honoree in the Lifestyle category of the 12th Annual Webby Awards, known as "The Oscars of the Internet." In 2007, the site was honored with three Gold and two Silver W3 Awards.

In addition to its media properties, the company offers a broad range of branded merchandise for the home, including the *Martha Stewart Collection* of home products and *Martha Stewart Collection with Wedgwood* available exclusively at Macy's and on macys.com, *Martha Stewart Everyday* products at Kmart, a co-branded line of fresh, seasonal flower arrangements and plants with 1-800-Flowers.com, and a co-branded food line with Costco. MSLO also offers Martha Stewart homes and communities in partnership with KB Home, an industry-leading homebuilder, and the *Martha Stewart Crafts* line of paper-based crafting and storage items, manufactured by EK Success.

The company continues to diversify and expand. In April 2008, MSLO acquired Chef Emeril Lagasse's media and merchandising business. The transaction pairs one of the biggest brands in food-related content with the established leader in "how to" lifestyle information and content.

In 2007, Martha unveiled the new Martha Stewart Center for Living at the Mount Sinai Medical Center in New York. The center is an outpatient facility for geriatric medicine, providing clinical care and education for patients, offering training for physicians and coordinating healthy-aging research and practices. Martha was inspired to create the center by her mother, Martha Kostyra, who remained active and engaged in life to the age of 93.

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 January 2008, she received the "Aenna Burda Award for Creative Leadership" at the DLD Conference in Munich. In September 2007, she received the Franklin Award from the Printing Industries Alliance. In February 2007, she was honored with a Lifetime Achievement Award at the 2007 Food Network South Beach Wine & Food Festival. The following month, *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.

