

MARTHA STEWART

Founder



From her award-winning magazine, *Martha Stewart Living*, to her bestselling product lines, 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.

Inspiration surrounded Martha at an early age. 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 garden.

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. One of the most beautiful and influential books ever published, "Entertaining" has become an American classic.

Martha's unique business sense and creative vision is the framework for Martha Stewart Living Omnimedia, and the expansive multimedia portfolio which includes award-winning properties such as *Martha Stewart Living* magazine, and Martha Stewart Living Radio on SIRIUS Satellite Radio, which delivers "how-to" guidance and advice 24 hours a day, seven days week. Her nationally syndicated series, MARTHA, was recently nominated for six daytime Emmy Awards and was renewed for a second season.

In addition to *Martha Stewart Living*, the publishing segment includes: *Martha Stewart Weddings*; *Everyday Food*, which has a companion PBS television show; the quarterly *Kids: Fun Stuff To Do Together*; and *Body + Soul*. Most recently, the company announced the launch of *Blueprint: Design Your Life* magazine, created for today's modern, multi-tasking woman. 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, in October 2005, "Martha Stewart's Baking Handbook," Martha's first cook-book in six years, was published by Clarkson-Potter in November 2005.

Other facets of the company include merchandise lines Martha Stewart Everyday, sold at Kmart, and Martha Stewart Signature, which includes furniture with Bernhardt, sold at Certified retailers nationwide, and a Color Palette with Sherwin-Williams, available at Sherwin-Williams stores nationwide. Martha's Emmy Award-winning show *Martha Stewart Living* is now available on DVD thanks to a partnership with Warner Home Video. In October of 2005, a partnership with KB Home was announced, allowing Martha to team with the industry-leading homebuilder to create beautiful, functional homes infused with her unique style. In January of 2006, a relationship with EK Success was announced, to develop *Martha Stewart Crafts*. The first *Martha Stewart Crafts* products will launch in either the fourth quarter of 2006 or the first quarter of 2007.

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 April 2005, she was included among the 100 most influential men and women of the year in TIME magazine's annual "TIME 100" list, in the "Builders & Titans" category. 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 13 Daytime Emmy Awards: “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.