

PRESS RELEASE

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**MARTHA STEWART LIVING OMNIMEDIA, INC. ANNOUNCES
ENDORSEMENT OF SVP WORLDWIDE PRODUCTS:
SINGER®, HUSQVARNA VIKING® AND PFAFF® SEWING MACHINES**

*MARTHA'S LIFELONG LOVE FOR SEWING AND AGREEMENT WITH SVP WORLDWIDE
WILL INSPIRE AND ENGAGE CONSUMERS IN THE CREATIVE ART OF SEWING*

New York, New York, April 3, 2007 – Today SVP Worldwide and Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) announced a long-term endorsement by Martha Stewart of SVP's sewing machine lines under the SINGER®, HUSQVARNA VIKING®, and PFAFF® brands. Don Fletcher, CEO of SVP Worldwide, and Martha Stewart, Founder of MSLO, appeared together on the Emmy Award-winning *The Martha Stewart Show* to celebrate the agreement.

“My mother taught me the basics of sewing at a young age and I have had Singer sewing machines in my home since I was a girl. I used them to make many of my clothes in high school and college and I even sewed my wedding dress,” stated Martha Stewart. “Sewing is a wonderfully useful skill. It enables anyone to create beautiful and functional projects or even enhance something as basic as a paper gift bag. I'm delighted that sewing is enjoying a national renaissance since I know very well the pride and pleasure that can be derived from this rewarding pursuit.”

From the fashion savvy to the crafts enthusiast, sewing is back in vogue. According to the Home Sewing Association, there are approximately 35 million sewing hobbyists in the U.S., up from about 30 million in 2000. The resurgence of sewing is providing individuals of all ages and backgrounds with exciting opportunities to create and personalize quilting, crafting, fashion sewing and home décor projects and to embellish readymade items.

“Martha Stewart's long-term endorsement of the SINGER, HUSQVARNA VIKING, and PFAFF brand lines is confirmation of the company's success in designing, producing and providing easy-to-use sewing machines,” said Don Fletcher. “Martha brings extensive experience and a passion for sewing to our newly formed relationship. Our shared vision to inspire the sewer and elevate creativity will provide endless possibilities for sewers.”

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The most extensive consumer research ever conducted in the history of SINGER, HUSQVARNA VIKING, and PFAFF for the past two years shows that prospective and beginning sewers are looking for a sewing mentor. A former fashion model-turned-entrepreneur, Martha Stewart is widely recognized as the leading how-to expert in all areas relating to the home, including crafts. Sewing enthusiasts of every skill level will benefit from the ideas, patterns, projects and templates featured in the company's family of magazines—including *Martha Stewart Living*, *Blueprint*, and *Martha Stewart Weddings*. They are also able to easily access extensive sewing content and patterns at www.MarthaStewart.com/sewing (<http://www.marthastewart.com/sewing>). In addition, sewing projects are regularly featured on *The Martha Stewart Show*, a nationally syndicated daily television show distributed by NBC Universal and carried by leading broadcast TV stations.

“The largest sewing machine company in the world, which manufactures SINGER, HUSQVARNA VIKING, and PFAFF machines, makes home sewing a creative outlet for homemakers and crafters,” noted Martha. “I have used many of these excellent machines in my home and at work and in the television studio for years for all my sewing projects. They are also the machines of choice among MSLO's team of crafts experts and stylists. Whether you are a beginner or an accomplished seamstress, you'll be able to find the right machine to fit your particular needs.”

Since 1851 SINGER sewing machines have opened the door of sewing to the world. The simplicity of using a SINGER sewing machine gives the beginning sewer an easy-to-use, reliable, affordable and great looking product. The recently announced SINGER® INSPIRATION™ line was created from the most extensive consumer research ever conducted by SINGER.

HUSQVARNA VIKING premium sewing machines have been produced using the world-renowned Swedish design since 1872. The tradition of innovation and fine craftsmanship that has always been associated with HUSQVARNA VIKING sewing machines continues today in the recently announced SAPPHIRE™ brand line.

PFAFF sewing machines, with over 140 years of development and German sewing heritage, deliver the industry's premier precision machines. Sewers worldwide can easily create and personalize their projects using PFAFF's innovative machines and supreme sewing technology as found in the creative™ 2170 sewing and embroidery machine.

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About SVP Worldwide®

SVP Worldwide, a global company headquartered in Hamilton, Bermuda and doing business through its affiliated companies in over 190 countries, specializes in the design, manufacture and sale of high quality household sewing machines and related products under the SINGER, HUSQVARNA VIKING, and PFAFF brand names. For more information about the Company and the company's brands view the following websites: www.svpworldwide.com, www.singerco.com, www.pfaff.com, and www.husqvarnaviking.com.

About Martha Stewart Living Omnimedia, Inc. ®

Martha Stewart Living Omnimedia, Inc. (MSLO) is a leading provider of original "how-to" information, inspiring and engaging consumers with unique lifestyle content and high-quality products. MSLO is organized into four business segments: Publishing, Broadcasting, Merchandising, and Internet. Martha Stewart Living Omnimedia, Inc. is listed on the New York Stock Exchange under the ticker symbol MSO.

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