



THE HOME DEPOT CANADA TO LAUNCH EXCLUSIVE MARTHA STEWART LIVING BRAND

First Category - Outdoor Living - Will be Available in All The Home Depot Stores Beginning in February 2010

Toronto, September 14, 2009 – The Home Depot, the world's largest home improvement retailer and Martha Stewart Living Omnimedia, Inc. (MSLO) today announced an agreement to develop an exclusive Martha Stewart Living brand of home improvement products that will provide consumers with distinctive merchandise in select categories including Outdoor Living, Home Organization and Home Décor. The Martha Stewart Living brand at The Home Depot will provide consumers with distinctive, innovative merchandise, while staying true to Home Depot's commitment to value and everyday low price.

"Our partnership with Martha Stewart will allow us to continue to deliver new and unique product design at affordable prices," said Gino DiGiacchino, Vice-President of Merchandising, The Home Depot Canada. "Both organizations have been the go-to destination for consumers looking for inspiration and project know-how. Together we can continue to enhance our customers' experience."

"We are thrilled to have the opportunity to partner with The Home Depot, the largest home improvement retailer in the world," said Martha Stewart, MSLO Founder. "Martha Stewart products have always been stylish and distinctive, with a consistently high level of quality. Partnering with The Home Depot allows us to offer a wider audience the product and 'how-to' information they need to complete all of their home improvement projects."

The Home Depot and Martha Stewart Living Omnimedia partnership is one of true collaboration. Martha Stewart and her team of designers are working side by side with The Home Depot merchant and design teams to produce a brand that allows customers to easily coordinate décor and design elements when taking on home improvement projects.

MSLO Executive Chairman and Principal Executive Officer Charles Koppelman said, "This exciting new partnership allows MSLO to significantly broaden our reach and expand our business. Between our program at The Home Depot and our robust offerings at other retailers, customers will now find Martha Stewart products wherever they shop."

Products in the Outdoor Living and Storage and Organization categories will launch in February 2010. The Outdoor Living line will consist of many different styles of patio dining and conversation sets ranging in price from \$499 to \$799, while the Home Organization category will feature a new closet organization system and a versatile nine-cube organizational unit.

Both companies are in the process of developing additional product offerings that will be available in 2010, and more details will be announced in the first part of next year. Products will be available at The Home Depot stores across Canada and on homedepot.ca.

"The Home Depot is *the* destination for today's DIY consumer. With this partnership, we are able to leverage our expertise in home improvement and expand our business into new categories," said Robin Marino, MSLO's President and CEO of Merchandising.

About The Home Depot

The Home Depot is the world's largest home improvement specialty retailer, with 2,274 retail stores in all 50 states, the District of Columbia, Puerto Rico, U.S. Virgin Islands, Guam, 10 Canadian provinces, Mexico and China. In fiscal 2007, The Home Depot had sales of \$77.3 billion and earnings from continuing operations of \$4.2 billion. The Company employs more than 300,000 associates. The Home Depot's stock is traded on the New York Stock Exchange (NYSE: HD) and is included in the Dow Jones industrial average and Standard & Poor's 500 index.

About Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, Martha Stewart Living, periodic special issues and books. The marthastewart.com website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization, as well as wedding-planning tools powered by WeddingWire and digital invitations with pingg.com. The Broadcasting segment produces such programming as the Emmy-winning daily, nationally syndicated television series, "The Martha Stewart Show," and Martha Stewart Living Radio on SIRIUS channel 112 and XM Radio 157. In addition to its media properties, MSLO offers high-quality Martha Stewart products through licensing agreements with carefully selected companies, including the Martha Stewart Collection exclusively at Macy's, Martha Stewart Everyday at Kmart, Martha Stewart Crafts with EK Success at Wal-Mart, Michaels and independent retailers, Martha Stewart for 1-800-FLOWERS.COM and more. In 2008, Emeril Lagasse joined the Martha Stewart family of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit www.marthastewart.com.

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