



NEWS RELEASE

Euro-Pro Cleans Up with New SharkNinja Identity, Blending Successful Billion Dollar Product Portfolios

7/22/2015

NEWTON, Mass., July 22, 2015 /PRNewswire/ -- A leading innovator in the housewares industry and creator of the popular **Shark®** and **Ninja®** brands, Euro-Pro today announced its corporate rename to **SharkNinja**. This change will allow the company to capitalize on the awareness, consumer trust and success of each brand to establish one unified identity.

"We spent the past five years focused on building innovative products that deliver on our promise to "positively impact people's lives," said SharkNinja President Mark Barrocas. "We are proud of our success and are excited to solidify SharkNinja's position as one of the world's leading household appliance companies, as well as a top employer in North America, China and Europe."

By creating appliances that are not only highly functional and intuitive, but also innovative, SharkNinja rapidly carved out significant market share in the housewares industry. With more than \$1.6 billion dollars in annual revenue, the top-selling and highest rated* in customer satisfaction vacuum cleaner in the U.S., and #1 market share across the motorized kitchen appliances space, SharkNinja will use its refreshed identity to highlight its new global brand campaign and game-changing culture in order to attract top talent. The company is planning to **hire** over 100 associates globally in the next 90 days.

SharkNinja has also implemented an aggressive real estate strategy, announcing its signing of a lease for a new 150,000 square foot world-class corporate headquarters in Needham, MA, and pursuit of new facilities for its teams currently based in Alabama and Suzhou, China, as well as the opening of an office in Toronto, Ontario. In the last year the company has also opened a state-of-the art distribution center in Chino, CA, a sales office in Wakefield, UK, and a design center in downtown London.

These changes will not affect distribution and SharkNinja will continue to sell its products at major retailers and direct to consumers (via infomercials and online at **Sharkclean.com** and **Ninjakitchen.com**) in the U.S., United Kingdom and Canada and through distributors in 34 other countries around the world.

"This is a new time for our company," explained Mark Rosenzweig, SharkNinja's CEO. "The name SharkNinja will now serve as a true representation of all our offerings and provide an opportunity to unify our identity, including our new corporate web presence and aggressive recruitment efforts. We look forward to continuing to provide 5-star, easy-to-use technology that focuses on consumers first."

*Shark vacuums rated "Highest in Customer Satisfaction with Upright Vacuums, Two Years in a Row." J.D. Power 2015 U.S. Vacuum Satisfaction StudySM

About SharkNinja

SharkNinja is an innovative leader in the housewares industry and creator of the familiar household brands, **Shark**[®] and **Ninja**[®]. SharkNinja provides the latest in easy-to-use technology with a growing line of products that consists of corded and cordless vacuums, steam mops and cleaners, irons and garment steamers, and a variety of small kitchen appliances. All SharkNinja products are designed to fulfill multiple consumer needs, eliminating the need for extra appliances that add clutter to a home. Products are sold at major retailers and through distributors around the world, as well as directly to consumers. SharkNinja, **Ninja**, and **Shark** are trademarks of SharkNinja Operating LLC.

SharkNinja is looking for individuals with a drive to make a difference in the lives of millions of consumers and the skill sets and creativity to push limits. For potential employees ready to hit the ground running, visit SharkNinja's new **careers page** to learn more about current openings.

Disclaimer: Shark received the highest numerical score for upright vacuums in the proprietary J.D. Power 2014 and 2015 Vacuum Satisfaction StudiesSM. 2015 study based on 2,991 total responses measuring 9 brands and measures opinions of consumers who purchased upright vacuums during the previous 12 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in January-February 2015. Your experiences may vary. Visit **jdpower.com**.

Media Contact: Megan Hand, SHIFT Communications

P: 617-779-1806 | **mhand@shiftcomm.com**

Logo - <http://photos.prnewswire.com/prnh/20150722/239341LOGO>

SOURCE SharkNinja

Related Links

<http://www.sharkninja.com>