

Horizon Sports & Experiences Announces Shark Beauty™ As Title Sponsor of Inaugural Shark Beauty™ Women's Champions Classic

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Excitement Builds for FOX Primetime December Basketball Showcase Featuring Connecticut, Iowa, Louisville and Tennessee at Barclays Center in Brooklyn, NY

NEW YORK--(BUSINESS WIRE)-- Horizon Sports & Experiences (HS&E) today announced **Shark Beauty™**, a SharkNinja brand and an innovation leader in the beauty industry designing products by and for all hair types, will be the title sponsor for the inaugural **Shark Beauty™** Women's Champions Classic, marking an exciting collaboration in the evolution of women's college basketball. This early-season showcase will feature the University of Connecticut, the University of Iowa, the University of Louisville, and the University of Tennessee, squaring off in a primetime doubleheader on the FOX broadcast network, providing an entirely new prime time platform for women's college basketball. The event is scheduled for Saturday, December 7 at Barclays Center in Brooklyn.

Horizon Sports & Experiences announces Shark Beauty™ as title sponsor of inaugural Shark Beauty™ Women's Champions Classic (Photo: Business Wire)

The Shark Beauty™ Women's Champions Classic is a collaboration between Horizon

Sports & Experiences (HS&E) and FOX Sports.

In addition to its title sponsorship of this pioneering early-season women's basketball showcase, Shark Beauty™ will also receive a variety of broadcast and digital integrations and sponsorship elements, as well as hospitality and fan engagement activation, and in-arena signage as part of its multiyear partnership.

"This first-of-its-kind early-season women's tournament in New York City provides the type of national spotlight that

will continue to elevate the women's game, and we are thrilled to be on the ground floor to help further its momentum as title sponsor," said Petra Oman, Vice President of Global Marketing, Shark Beauty. "At Shark Beauty, we work tirelessly to reimagine beauty solutions, and it's just the beginning. As we continue to innovate across new products and categories, this event offers us a unique opportunity to introduce Shark Beauty to a national audience of passionate fans."

"There has been tremendous excitement around the inaugural Women's Champions Classic, and we're thrilled to announce our landmark sponsorship agreement with Shark Beauty™," said David Levy, Co-CEO of HS&E. "This represents a significant shift, as brands in this category have historically focused their sponsorship dollars on traditional primetime entertainment television. As the popularity of women's basketball continues to soar, new avenues for engagement and enhanced return on investment have emerged. Shark Beauty™ is setting a powerful example by recognizing the importance of investing in women's sports, a strategy we believe will inspire other brands to follow suit."

Follow the Shark Beauty™ Women's Champions Classic on the following platforms for more news and announcements ahead of the December 7th event.

Website: <https://womenschampionsclassic.com/>

Facebook: @WomensChampsClassic

X: @WChampsClassic

Instagram: @womenschampsclassic

TikTok: @womenschampsclassic

About SharkNinja, Inc.

SharkNinja, Inc. (NYSE: SN) is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 3,000 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit SharkNinja.com.

About HS&E

Horizon Sports & Experiences (HS&E) provides a unique and complementary combination of sports, experiential marketing, and media capabilities. HS&E has a core focus on IP creation and monetization, strategic advisory and consulting, media rights, sponsorship, sales, and experiential, Metaverse, and Web3.0 strategy and activation. HS&E

is led by co-CEOs David Levy and Chris Weil.

HS&E's ever-growing roster of sports and entertainment partners now encompasses Proximo Spirits, the NBA, Top Rank Boxing, Paramount+, Cognizant, PayPal, M&T Bank, SentinelOne, and ONE Championship. Additionally, the agency created and manages its Pickleball Slam franchise, and the upcoming Women's Champions Classic, further solidifying HS&E's position as a premier destination for cutting-edge sports and entertainment solutions.

About FOX Sports

FOX Sports is the umbrella entity representing FOX Corporation's wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, the business has ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing relationships. FOX Sports includes the sports television arm of the FOX Network; FS1, FS2, FOX Soccer Plus and FOX Deportes. FOX Sports' digital properties include **FOXSports.com** and the FOX Sports App, which provides live streaming video of FOX Sports content, instant scores, stats and alerts to iOS and Android devices. Additionally, FOX Sports and social broadcasting platform, Caffeine jointly own Caffeine Studios which creates exclusive eSports, sports and live entertainment content. Also included in FOX Sports' portfolio are FOX's interests in joint-venture business Big Ten Network, a licensing and commercial relationship with The Stars Group that created the FOX Bet sports betting platform and the FOX Sports Super 6 free-to-play game, and a licensing agreement that established the FOX Sports Radio Network.

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