



NEWS RELEASE

# Introducing the Shark® EveryMess™: The Only Portable, 3-in-1 Cleaning System Built for Real Life Messes

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All-in-one system conquers wet spills, dry debris, and deep stains with ultra-powerful suction and StainForce™ stain-fighting technology.

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced the Shark® EveryMess™, a breakthrough innovation that is designed to transform how consumers tackle life's messes. Built for today's busy households, the Shark® EveryMess™ is the only portable three-in-one system in the U.S. that wet vacuums, dry-vacuums, and deep cleans stains with ultra-powerful suction and advanced StainForce™ stain-fighting technology. It is a complete multi-surface cleaning solution that takes care of messes and the stains they leave behind.

"Consumers don't want to juggle multiple products for different messes—and cleaning isn't an occasional chore, it's part of everyday life," said Petra Oman, VP of Marketing at SharkNinja. "The Shark® EveryMess™ empowers consumers to tackle any mess, anytime, anywhere, with one solution. It is a faster, smarter way to clean, and an example of SharkNinja's commitment to delivering breakthrough innovations that simplify life for busy households."

From milk-soaked cereal scattered across tile to juice-soaked crackers ground into the car seat, or muddy paws streaked across a carpet, the Shark® EveryMess™ handles it all when messes collide. Its quick-change attachments let consumers move seamlessly from wet vacuuming to dry pickup to deep stain cleaning without switching machines.



It powers through wet and dry messes with ultra-powerful suction and 4x more pet hair pickup†. It delivers 2x stronger stain-grabbing suction\* to pull stains right out of carpets and upholstery, and its dual-formula spray bottle —powered by Shark’s advanced StainForce™ technology—packs 30x more stain-fighting power\*\*. The formulas mix in the spray head and activate on contact to break down tough stains and odors fast, without oversoaking or pre-treating. The result is a visibly cleaner, fresher home with less effort and less time.

The EveryMess™ is designed for convenience, featuring Rinse & Ready self-cleaning so consumers start with a clean machine every time. And with AnyBag Technology®, consumers can line the dust cup with any 4–13-gallon plastic trash bag and vacuum right into it for quick, hassle-free disposal of debris and mess.

The EveryMess™ is available on SharkNinja.com today for \$149.99. **Shop the EveryMess™.**

## About SharkNinja

SharkNinja 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 3,600 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](http://sharkninja.com).

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\*Based on ASTM F558 vs. the portable stain cleaner market leader, using best performing accessory.  
\*\*vs Shark Deep Clean Pro Formula.  
†vs Shark® StainStriker™ PX200

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