



NEWS RELEASE

Meet the Ninja PREPi Precision-Powered Prep - Store System: Prep, Serve, Store & Go - All with One Bowl.

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The revolutionary all-in-one system cuts prep time, dishes and kitchen clutter, giving home cooks more time to enjoy everyday meals.

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a leading global product design and technology company, today announced the launch of the Ninja PREPi™ Precision-Powered Prep + Store System. The compact system tackles time-consuming dicing, chopping, slicing, shredding, puréeing and even crinkling — all in a single bowl that goes from prep to table to fridge to out the door in no time.

Ninja PREPi™ Precision-Powered Prep + Store System

Whether you're tired of dropping
\$18 on a salad, or fresh out of

time to make dinner after a long workday, meet your new kitchen sous chef: Ninja PREPi™. From quick weekday meals to last-minute get-togethers, Ninja PREPi™ tackles the tedious prep that stands between a recipe and a meal. Its compact design saves valuable kitchen space, while the reusable bowl with lid makes it easy to serve, refrigerate or take freshly prepared food on the go.

"Even a simple meal can feel like a project once you factor in the prep and the cleanup," said DJ Hageman, VP of Marketing at Ninja. "It can mean knives for chopping, multiple cutting boards, serving bowls and containers for leftovers. We created Ninja PREPi™ to bring those steps together to make cooking easier for home chefs, with a fresh take on a category that isn't typically the target of kitchen innovation."

Small in Size but Mighty in Performance

Ninja PREPi™ is an innovative system that simplifies everyday kitchen prep, from crinkle cutting restaurant-quality

chips at home to delivering fast, consistent cuts with a dicing kit accessory—so you'll never need to search “how to dice an onion” again. The PREPi™ also revolutionizes storage with a bowl that doubles as a reusable container with lid —perfect for refrigerating meals prepped ahead, taking food on the go or serving straight from the bowl.

Key Performance Features

- 5-in-1 Versatility: Chop, purée, slice, shred and crinkle —all with one compact system.
- Chop & Purée Blade: One blade handles both chopping and puréeing for less switching and faster prep.
- Reversible Slice & Shred Disc: Slice on one side, then flip the disc to shred for quick, easy versatility.
- Perfect Crinkle Cut in Seconds: Turn whole potatoes, veggies, and more into fun, wavy, ridged chips textures.
- Full Power, Compact Size: A powerful 500-watt motor delivers full-size performance in a space-saving design. ¹
- 3-Part Feed Chute: Fits a variety of ingredient sizes for better control and cleaner, more consistent cuts.
- Dicing Kit Accessory*: Delivers fast, even dicing for consistent results in salads, salsas and everyday prep.

Fresh Meals for Every Occasion – Including Watch Parties

Launching just ahead of October 3, a fan-favorite movie holiday, Ninja is teaming up with actor and television host Jonathan Bennett, known for his iconic role as Aaron Samuels in Mean Girls. Together, they're showing how Ninja PREPi™ revolutionizes food prep for everyday meals and hosting. Of course, Bennett reaches for PREPi™ in pink.

“I’m often asked for Mean Girls quotes, so I really enjoyed doing a fun play on that with the Ninja PREPi™ launch,” said Jonathan Bennett. “Being on-the-go with my current projects, the PREPi™ makes meal prep a breeze – from swiftly dicing vegetables for my favorite recipes to prepping stress-free healthy meals I can easily bring and store on set, Ninja PREPi™ always gets it right.”

Availability

The Ninja PREPi™ (PN301) comes in a variety of different colorways including, Midnight Blue & Mango, Pink Peppercorn, Stone & Moss and Onyx & Apricot.

Each model includes a 500-watt motor base, 5-cup and 7-cup PREPi™ bowls, two storage lids, Chop & Purée Blade, Reversible Slice & Shred Disc and Crinkle Disc. The Ninja PREPi™ Dicing Kit is available as an accessory to the Ninja PREPi™ to deliver fast, even dicing for consistent results in salads, salsas, and everyday prep or is included in the Ninja PREPi PN351 configuration available in Copper & Teal.

Starting October 2, 2026, the Ninja PREPi™ Precision Powered Prep and Store System will be available on SharkNinja.com for \$179, with the Dicing model available for \$229.

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 4,100 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.

¹ vs. BZ601

*Dicing kit is included in the Ninja PREPi™ (PN351) and sold as an accessory to the Ninja PREPi™ (PN301)

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