



NEWS RELEASE

Ninja Launches SLUSHi™ Twist, the Dual-Flavor Frozen Drink Maker Built for Summer Entertaining

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Snooki and JWoww kick off “SLUSHi Sundays” with an exclusive recipe and limited-edition kit

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), the global product design and technology company, this month launched the Ninja SLUSHi® Twist, a dual-vessel frozen drink machine built for the problem every host faces: not everyone wants the same thing. Two 48-oz vessels run at the same time. Keep one side for mocktails and one for cocktails, run two completely different flavors, or twist both together in a single swirled drink. No second batch. No group vote. Everyone gets what they want because the best moments with friends and family shouldn't come with compromises.

Ninja Launches SLUSHi™ Twist

**Double the technology,
double the SLUSHi**

Dual SlushAssist™ Technology powers each side independently, sensing ingredients and setting ideal conditions with a single button press. The Twist makes 10+ drinks¹ per batch per side across frappes, frozen margaritas, frosé, milkshakes and more. The Ninja SLUSHi® XL, which also launched this season, delivers 2x the capacity and 2x the speed of the original SLUSHi² for larger batches of one flavor.

“SLUSHi became a viral sensation after launching in 2024, with consumers constantly sharing their creations online,” said Kait Hebert, Global Chief Marketing Officer at Ninja. “With SLUSHi Twist, we wanted to introduce something different for fans, a new way to mix flavors, customize drinks and keep the conversation going all summer long.”



Sipping all summer, especially on Sundays

Double the SLUSHi means double the fun this summer and savoring every moment of it. And since eighty percent of working Americans report experiencing Sunday Scaries³, the creeping dread that hits as the weekend winds down, the new SLUSHi Twist is here to save the day. Ninja is on a mission to bring the fun back to Sundays this summer and turn them into something worth looking forward to, and who better to help than Snooki and JWoww.

The duo who made Sunday Fundays legendary on the shore, is partnering with Ninja on a limited-edition SLUSHi Sundays kit and exclusive recipe designed to make Sunday the best part of the week. Snooki and JWoww each created a signature recipe built to run side-by-side on the Twist. Snooki's Pickleback SLUSHi - pickles, pickle juice, and Irish whiskey - runs on one side. JWoww's Passionfruit Margarita SLUSHi - tequila, triple sec, passionfruit juice, lime, and agave - runs on the other.

The first 100 consumers to purchase the SLUSHi Twist online at SharkNinja.com on May 24 receive the SLUSHi Sundays kit free with purchase. It includes the ingredients to make their exclusive recipes plus:

- Rideshare Credit: Cabs are always ready, no matter where your SLUSHi Sunday takes you
- Matching Cups Fit for a Pair of Besties: Hot pink meets black and studded
- SLUSHi Sundays Hats: Because every iconic summer crew needs the merch to match
- Personality Quiz: Answer a series of Sunday scenario questions: Are you a Snooki or a JWoww?

The Snooki and JWoww recipe kicks off a summer-long series of SLUSHi recipe drops. Every Sunday from May 24 through Sept. 6, Ninja releases a new recipe on Instagram and TikTok, inspired by the season's biggest moments and flavors.

The Ninja SLUSHi® Twist is available at **SharkNinja.com** for \$399.99.

¹ 9-oz serving size

² Capacity and speed comparisons vs. Ninja SLUSHi FS300 and Ninja SLUSHi FS301. Recipes may vary

³ The Harris Poll on behalf of LinkedIn, August 2018, n=1,017 U.S. employed adults.

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, 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 worldwide, online and offline, and through distributors

around the world. For more information, please visit sharkninja.com.

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