



NEWS RELEASE

Ninja® Revolutionizes Blending With FreshVac™ Technology

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NEEDHAM, Mass., Sept. 25, 2018 /PRNewswire/ -- Ninja, a leader in household innovation, introduces FreshVac Technology, a fresh way to blend for vitamin-rich, smooth, fresh-tasting drinks.

Ninja's new FreshVac Technology is designed to reduce ingredient and vitamin oxidation because it pumps oxygen out and locks vitamins in before blending even begins.

The one-touch Ninja FreshVac Pump is engineered to lock vitamins in, reduce oxidation and separation, bring out vibrant colors and rich flavors, and even keep drinks fresh overnight.

A primary reason to drink smoothies is for their health benefits, but many people don't know they aren't always getting all the nutrients they expect from the ingredients they put in them. The cause? Oxygen exposure. Oxygen does more damage to fruits and vegetables than simply turning them brown. It can also affect the flavor, texture, color, and even vitamin retention over time. It actually becomes an added ingredient when making smoothies in traditional blending mode. But Ninja's new FreshVac Technology is designed to reduce ingredient and vitamin oxidation because it pumps oxygen out and locks vitamins in before blending even begins.

"At Ninja we know what goes in a blender is just as important as what should come out," said Mark Rosenzweig, CEO of SharkNinja. "Our FreshVac Technology is disrupting the category and offering users what they've been missing. When you put oxygen removal blending head to head against drinks made in traditional blending mode,



the differences are clear."

The one-touch Ninja FreshVac Pump is engineered to lock vitamins in, reduce oxidation and separation, bring out vibrant colors and rich flavors, and even keep drinks fresh overnight. And it works with both the Single-Serve FreshVac Cup and FreshVac Pitcher, so you can create small batches or single-serve extractions, smoothies, soups, dips, and dressings; or big batches of protein drinks, smoothies, soups, and dips for make-ahead convenience.

New FreshVac Technology is available in a variety of Ninja blender models:

- Ninja® Smart Screen™ Kitchen System with FreshVac™ Technology: One smart base, three high-performance appliances: FreshVac Pump, 72 oz. (64 oz. max liquid capacity) FreshVac Pitcher, 20 oz. Single-Serve FreshVac Cup with Spout Lid, and 40 oz. Precision Processor®. Nine Auto-iQ® preset programs take the guesswork out of creating your favorite purees, drinks, smoothies, and more.
- Ninja® Smart Screen™ Blender DUO® with FreshVac™ Technology: One smart base, two high-performance appliances: FreshVac Pump, 72 oz. (64 oz. max liquid capacity) FreshVac Pitcher and 20 oz. Single-Serve FreshVac Cup with Spout Lid. Includes seven Auto-iQ preset programs.
- Nutri Ninja® with FreshVac™ Technology: One smart base, one high-performance appliance: FreshVac Pump, and (2) 24 oz. Single-Serve FreshVac Cups. Auto-iQ takes the guesswork out of drink making by delivering fresh beverages at the touch of a button.

The Smart Screen Kitchen System (suggested retail price \$229.99), Smart Screen Blender DUO (suggested retail price \$169.99), and Nutri Ninja (suggested retail price \$129.99) are available now at retailers nationwide, and on www.ninjakitchen.com.

Take the #FreshVacChallenge and experience the difference for yourself. Using a Ninja blender, compare your favorite smoothie made with and without our FreshVac Technology and share your results on social media. For more information about the new FreshVac blender models, to find FreshVac recipes, or to learn how to take the FreshVac Challenge, visit www.ninjakitchen.com. Follow Ninja on **Facebook** (facebook.com/NinjaKitchen), on **Instagram** and **Twitter** at @NinjaKitchen, or using these hashtags: #NinjaFreshVac, #FreshVacChallenge, and #NinjaInTheKitchen.

*Extract a drink containing vitamins and nutrients from fruits and vegetables.

About SharkNinja

SharkNinja is an innovation leader in the housewares industry and creator of the familiar household brands Shark® and Ninja®. SharkNinja provides the latest in easy-to-use innovative technology with a growing line of solutions that

consist of Shark cleaning and home-care products and Ninja kitchen appliances. Products are sold at major retailers and through distributors around the world. Ninja and Shark are registered trademarks of SharkNinja Operating LLC. For more information, visit sharkninja.com.

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