



NEWS RELEASE

Ninja® and Tom Brady Debut “Tom Upgrady” Campaign Featuring Surprise Backyard Upgrades

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Brady goes door-to-door with Ninja’s outdoor lineup, surprising homeowners with new products

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), the global product design and technology company, today introduced “Tom Upgrady”, a new campaign created in partnership with seven-time Super Bowl champion and SharkNinja global brand ambassador Tom Brady, designed to reimagine how families use and enjoy their outdoor spaces.

Ninja® and Tom Brady introduce “Tom Upgrady” Campaign

Despite 85% of U.S. households having outdoor space, 77% say

they’re not using it as much as they’d like, according to the ICFA 2025 Outdoor Living Trend Report.¹ “Tom Upgrady” aims to change that by bringing high-performance outdoor products and inspiration directly to homeowners to show what’s possible with the right setup.

To kick off the campaign, Ninja® and Brady surprised families across the greater Boston area, outfitting their backyards with products from Ninja’s outdoor portfolio, including the **Ninja® FlexFlame™ Outdoor Cooking System, Fireside360™ Outdoor Heater & Firepit, FrostVault™ Cooler, Woodfire Pro Connect™ Outdoor Grill & Smoker, and Artisan Electric Pizza & Outdoor Oven**. Each family also received a surprise FaceTime call from Brady as the Tom Upgrady van arrived at their door.

“I’ve always believed winning starts with having the right tools. That’s true on the field, and it’s true in life. The backyard is one of my favorite places to slow down, grill some food, and enjoy time with family and friends,” said Tom Brady. “When you’ve got great equipment, everything just comes together. That’s what got me excited about



teaming up with Ninja - being able to give families an incredible backyard experience right as summer kicks off.”

The Tom Upgrady campaign continues this summer, with Ninja® inviting fans to share their own backyard setups by tagging @NinjaKitchen and using #TomUpgrady for a chance to receive the MVP treatment.

Featured Ninja® Kitchen Outdoor Offerings:

- Ninja® FlexFlame™ Outdoor Cooking System (SRP \$1,199.99): A 5-in-1 outdoor cooking system that grills, smokes, roasts, griddles, and makes perfect pizzas. The high-velocity convection fan evenly circulates heated air and smoke throughout the grill cavity and around food, resulting in fast cooking, surround crisping and browning. Plus, it guarantees precision propane flames that can be set and maintained at exact temperatures with a digital control panel from 200°F to 600°F.
- Ninja™ Fireside360™ Outdoor Heater & Fire Pit (SRP \$499.99): Light the flame, control the heat and set the mood with the all-in-one customizable smokeless Ninja Fireside360™. This powerful outdoor heater & fire pit creates a circular heat zone and instant flames on demand.
- Ninja FrostVault™ Wheeled Cooler with Cold Dry Zone (SRP \$279.99 – \$379.99): Wheeled cooler with premium ice retention and fridge-temp dry storage. Features FrostVault Technology where cold transfers to the drawer to keep food cool, dry, and separate. Available in 30, 45, and 65qt sizes.
- Ninja Woodfire Pro Connect™ Premium XL Outdoor Grill & Smoker (SRP \$499.99): The fully connected electric grill allows you to monitor and control your cook, get real-time notifications on your phone, and even access cooking charts, all from the palm of your hand.
- Ninja Artisan™ 5-in-1 Portable Electric Pizza & Outdoor Oven (SRP \$299.99): Choose from 5 pizza settings – Neapolitan, Thin Crust, Pan, New York, and Custom – and watch your creations come to life in 3 minutes* (*excluding preheat).

1 International Casual Furnishings Association (ICFA), 2025 Outdoor Living Trend Report, conducted by Wakefield Research, March 2025.

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 4,000 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.

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