



NEWS RELEASE

# Shark Beauty™ Women's Champions Classic, a Premier Women's College Basketball Showcase, Returns Saturday to Barclays Center, Airing Live on FOX

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Connecticut, Iowa, Tennessee and Louisville return to the Championship Hardwood in Brooklyn for the Horizon Sports & Experiences and FOX Sports Event

NEW YORK--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced that Shark Beauty™, in partnership with Horizon Sports & Experiences (HS&E) and FOX Sports, is proud to celebrate the return of the Shark Beauty™ Women's Champions Classic, a premier early-season women's college basketball showcase. The event will air live on FOX Saturday, December 20th.

Shark Beauty™ Women's Champions Classic, a Premier Women's College Basketball Showcase, Returns Saturday to Barclays Center, Airing Live on FOX

This marquee event on the college basketball calendar, which enjoys maximum exposure on a national

broadcast network, will once again be headlined by The University of Connecticut, the University of Iowa, the University of Louisville, and the University of Tennessee. Between these four powerhouse teams, they boast a total of 20 NCAA Division I National Championships, 48 appearances in NCAA Final Fours, and 120+ conference titles. Tennessee will take on Louisville at 11 a.m. EST, and Iowa plays Connecticut at 1:30 p.m. EST.

"The Shark Beauty™ Women's Champions Classic is all about championing excellence and elevating visibility for an incredible roster of athletes who continue to raise the standard of their sport," said Neil Shah, Chief Commercial Officer of SharkNinja. "SharkNinja is committed to elevating performance, whether through innovative products or

by supporting the athletes and communities shaping the future. Partnering with HS&E and FOX Sports allows us to celebrate the power and influence of women's sports."

In 2024, the inaugural event drew more than 11,000 fans in attendance and peaked at 800k viewers on FOX, demonstrating strong interest in year one. The event also featured a first-of-its-kind in arena styling activation from title sponsor Shark Beauty. Other blue chip event partners include Capital One, State Farm, Ally, Lincoln Financial, Gatorade and TJ Maxx.

"The Shark Beauty™ Women's Champions Classic is a groundbreaking property that reflects the growth, momentum, and commercial power of women's sports," said David Levy, co-CEO/Founder, Horizon Sports & Experiences. "By bringing together elite competition, influential partners like Shark Beauty, and a national broadcast platform with FOX Sports, we're building an event that delivers real value for fans, athletes, and brands and sets a new standard for what's possible in the women's sports marketplace."

Tune into the Shark Beauty Women's Champions Classic Saturday, December 20<sup>th</sup> at 11 a.m. EST for Tennessee vs. Louisville, and 1:30 p.m. EST for Iowa vs Connecticut, all on FOX.

## 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](https://sharkninja.com) and follow @SharkNinja.

## About HS&E

**Horizon Sports & Experiences (HS&E)** provides a unique and complementary combination of sports, experiential marketing, and media capabilities. HS&E has a core focus on IP creation and monetization, strategic advisory and consulting, media rights, sponsorship, sales, and experiential, Metaverse, and Web3.0 strategy and activation. HS&E is led by co-CEOs David Levy and Chris Weil. HS&E's ever-growing roster of sports and entertainment partners now encompasses Proximo Spirits, the NBA, Top Rank Boxing, Paramount+, Cognizant, PayPal, M&T Bank, SentinelOne, and ONE Championship. Additionally, the agency created and manages its Pickleball Slam franchise, and the upcoming Women's Champions Classic, further solidifying HS&E's position as a premier destination for cutting-edge sports and entertainment solutions.

## SharkNinja Contacts

Investor Relations: **ir@sharkninja.com**

Public Relations: **pr@sharkninja.com**

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