



NEWS RELEASE

# Shark® Debuts BlastBoss™—The Only Indoor-Outdoor Air Blasting System that Converts into a Powerful BlastBroom™

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A lightweight, cordless system with three included interchangeable attachments for fast cleanup across garages, patios, cars, and inside the home

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced Shark® BlastBoss™— the only indoor-outdoor air blasting system that converts into a powerful BlastBroom™ to clear, loosen, lift, and sweep debris with ease. With three included attachments, BlastBoss™ tackles messes instantly, delivering adjustable airflow up to 190 MPH\* in a compact, cordless design. The all-in-one design is a versatile solution for the garage, patio, car, inside the home, and beyond.

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For years, consumers have had to choose between cumbersome outdoor leaf blowers and

underpowered indoor dusters—tools designed for extremes rather than everyday, in-between messes. BlastBoss™ changes that by reimagining airflow technology in a lightweight system that combines power, precision, and control in a variety of dynamic colors.

From sawdust scattered across the garage after a weekend project to pine needles piling up along the porch or sand ground into car seats, these are the messes that vacuums miss, brooms smear, and wipes can't touch. BlastBoss™ clears them instantly. A responsive variable-speed trigger puts you in control, letting you dial airflow up or down to match exactly what the task demands. Power through a leaf-covered patio. Blast grit off the garage



floor. Clear crumbs from a stroller in seconds. Then dial down the power to gently dust bookshelves, vents, and keyboards without damage.

“At SharkNinja, we’re obsessed with solving the everyday problems people have simply learned to live with,” said Julie Saldarriaga, VP of Marketing at SharkNinja. “Too often, disruptive messes don’t justify pulling out large, cumbersome equipment—yet they still demand attention. BlastBoss™ was engineered to fill that gap, delivering targeted, high-performance cleaning power in a compact, always-within-reach design. With thoughtful innovation—from its versatile transformation into BlastBroom™ to its modern, design-forward colorways—it reimagines what a cleaning tool can be. It’s about giving consumers a faster, more effortless way to clean—so they can get back to what matters.”

BlastBoss™ comes with three interchangeable attachments:

- BlastBroom™ – A smarter take on the traditional push broom, combining sweeping motion with directed airflow to loosen, lift, and launch debris—ideal for patios, garages, and walkways.
- Extension Wand – Adds reach and focus for getting under appliances, behind furniture, and into tight, awkward corners.
- Precision Nozzle – Concentrates airflow for tight crevices like window tracks, couch cushions, vents, dashboards, and between keyboard keys.

Weighing under 1.5 pounds, BlastBoss™ is easy to use and brings joy to cleaning. Its cordless design makes it convenient in the moment, whether you’re cleaning up the deck before guests arrive, clearing grass clippings, or rescuing toys from under the couch.

Available in five thoughtfully curated colorways—Charcoal (Grey), Dove (White), Strawberry (Pink), Sky (Blue), and Sage (Green)—BlastBoss™ redefines what a high-performance tool can look like. Designed with intention for every space and aesthetic, its compact form works well in smaller homes and apartments, including urban living. BlastBoss™ stores easily in closets, mudrooms, or entryways, so it’s always in reach when a mess appears.

Shark® BlastBoss™ is available starting today on SharkNinja.com for \$149.99 and coming soon to other retailers. For more information, visit [SharkNinja.com](https://www.SharkNinja.com).

## 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](http://sharkninja.com).

\* In turbo mode.

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