



NEWS RELEASE

Shark® Revolutionizes Cordless Vacuuming For An Ultimate Cleaning Experience

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NEEDHAM, Mass., Oct. 3, 2018 /PRNewswire/ -- Shark, always on the cutting edge of cleaning technology, now brings what users love about corded vacuums to a convenient, easy-to-use cordless format. Customers can clean their whole homes with the variety of features that the Shark ION™ cordless vacuums offer. No matter which vacuum mode is needed for the job—stick, upright, or handheld—Shark has a solution.

The Shark ION™ F80 MultiFLEX® Cordless Stick Vacuum offers powerful cleaning and up to 80 minutes of runtime with two swappable batteries in handheld power mode.

The Shark ION™ P50 Powered Lift-Away® Cordless Upright Vacuum combines multiple breakthrough technologies in a cordless upright vacuum with up to 50 minutes of runtime in handheld power mode.

"Shark engineers pushed our cordless vacuums' runtime and performance further to exceed users' expectations and take the category to another level," said Mark Rosenzweig, CEO of SharkNinja. "New Shark ION™ cordless vacuums offer customers options to simplify their cleaning while still offering powerful performance and long runtime."

- Shark ION™ F80 MultiFLEX® Cordless Stick Vacuum: Offers powerful cleaning and up to 80 minutes of runtime with two swappable batteries in hand vacuum power mode. MultiFLEX technology enables convenient under-furniture reach and freestanding, compact storage, while DuoClean technology features a bristle brush to



deep-clean carpets and an additional soft brushroll to pull in larger particles and directly engage floors for a polished look. The stick vacuum quickly converts to a hand vacuum for easy cleaning above the floor, in the car, and around the home.

- Shark ION™ P50 Powered Lift-Away® Cordless Upright Vacuum: Combines multiple breakthrough technologies in a cordless upright vacuum with up to 50 minutes of runtime in handheld power mode. DuoClean technology features a bristle brush to deep-clean carpets and a soft brushroll to pull in larger particles and directly engage floors for a polished look. With Powered Lift-Away, clean from floor to ceiling in three versatile modes: upright, stick, and handheld. With twice the dust cup capacity of the Shark ION F80, the P50 can handle multiple rooms and floors of your home. Anti-Allergen Complete Seal Technology® and a HEPA filter capture dust and allergens inside the vacuum so they don't escape back into the air you breathe.

For more information about Shark ION™ F80 MultiFLEX® Cordless Stick Vacuum, Shark ION™ P50 Powered Lift-Away® Cordless Upright Vacuum, or additional Shark products, visit <http://www.sharkclean.com>. Follow Shark on Facebook at [Facebook.com/SharkCleaning](https://www.facebook.com/SharkCleaning), and on **Instagram** and **Twitter** @SharkCleaning and #SharkClean.

About SharkNinja:

SharkNinja LLC is an innovation leader in the consumer 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 small kitchen appliances. Products are sold directly from SharkNinja, at major retailers, and around the world. Ninja and Shark are registered trademarks of SharkNinja Operating LLC. For more information, visit sharkninja.com.

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