



NEWS RELEASE

Shark Unveils TurboBlade™ Cool + Heat: A Powerful 2-in-1 Fan and Heater That Pivots and Transforms to Re-define Year-Round Comfort

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After the viral success of the TurboBlade™ Fan, Shark Adds Intuitive, Personalized Heating for Complete Customizable Comfort Through Every Season.

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, unveiled **TurboBlade™ Cool + Heat** — a revolutionary 2-in-1 fan and heater that delivers powerful year-round comfort in a sleek, modern design. Engineered to combine exceptional power with style, TurboBlade™ is your ultimate all-season solution for cooling and heating—that doesn't sacrifice style or power.

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Shark TurboBlade™ made waves when it launched in March 2025 — going viral with more than

129 million views to date across global social media and sparking demand for an equally powerful heating solution. But existing 2-in-1 fan-and-heater options left consumers cold, with weak heating, limited coverage, and bulky designs that clashed with modern homes. Shark set out to change that — creating a solution that delivers both power and style. The result: the sleek, high-performance design that made TurboBlade™ a sensation, now enhanced with heating.

“TurboBlade™ became a viral sensation for its cooling innovation — but consumers made it clear they wanted heat too,” said Neil Shah, Chief Commercial Officer at SharkNinja. “The market wasn’t delivering, so we reimagined TurboBlade™ as a sleek, all-in-one solution for both heating and cooling. The result is powerful, year-round



performance designed to provide total comfort in every season.”

The TurboBlade™ Cool + Heat delivers ultimate personalized comfort with virtually limitless customization options for both heating and cooling. Key features include:

- **Powerful Year-Round Performance:** Delivers exceptional dual functionality with bladeless air flow technology for cooling and robust 1500-watt heating capacity for widespread room comfort.
- **Customizable Coverage:** Advanced engineering allows the unit to pivot and twist its fan vents, oscillate for both cooling and heating, and offers adjustable heat louvers to target specific areas or provide whole-room coverage.
- **Intelligent Heating Modes:** Features three distinct heat modes, highlighted by ThermoIQ™ Mode – an intelligent system that automatically monitors and maintains your preferred temperature setting.
- **Rapid Room Heating:** Transforms cold spaces into comfortable environments within minutes through efficient heat dispersion technology.
- **True Bladeless Cooling:** Utilizes air amplification to create smooth, powerful airflow while incorporating Dust Defense screening and easy-clean surfaces for lasting performance.
- **Convenient Storage:** Features remote with magnetic backing for convenient storage.

The Shark TurboBlade™ Cool + Heat is available for \$399.99 on **SharkClean.com** in the colors Charcoal and White with broader retail to follow shortly.

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. 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**.

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