



NEWS RELEASE

Tis the Season for Thermostat Battles: New Shark® Survey Reveals More Than a Third of People Argue With Partners and Roommates Over Home Temperatures

2025-12-19

Findings Reveal Secret to Holiday Harmony: Personalized Comfort for Everyone Under One Roof

NEEDHAM, Mass.--(BUSINESS WIRE)-- A new survey from SharkNinja, Inc. (NYSE: SN), a global product design and technology company, shows that temperature is a real hot-button issue in American homes this holiday. Over half (51%) of those surveyed say the wrong temperature impacts their quality of life—and more than a third even use temperature compatibility to judge romantic compatibility (36%). Generational differences only make it trickier: Boomers and older adults like it cozy at 70 degrees, while Gen Z prefers a brisk 65 degrees. And for many, compromise is not an option, 63% say they'd rather argue about the thermostat weekly than give up control.

Shark TurboBlade™ Cool + Heat 2-in-1 Customizable Fan + Heater

The tactics people use to cope are as creative as they are

desperate. A quarter of couples confess to secretly adjusting the thermostat behind their partner's back, while another 25% have resorted to sleeping in separate rooms to escape the chill—or the heat. Even holiday hosts aren't innocent: 15% confess to cranking up the thermostat to uncomfortable levels just to speed up goodbyes. With more than half of Americans waking up mid-sleep to adjust the temperature, it's clear that finding the right comfort solution has never been more critical.

That's where the **Shark TurboBlade™ Cool + Heat 2-in-1 Customizable Fan + Heater** comes in. Designed for personalized comfort, it solves household temperature conflicts once and for all. Whether dealing

with a partner who runs hot, in-laws who run cold, or kids who can never agree, this 2-in-1 solution lets everyone enjoy their ideal temperature—no compromise required.

Following the viral success of the original TurboBlade™ Fan—which has garnered more than 129 million views so far across global social media—consumers made it clear they wanted an equally powerful heating solution. The TurboBlade™ Cool + Heat is a first-of-its-kind powerful 2-in-1 fan and heater that offers limitless customization for superior year-round comfort and eliminates the need for multiple fans and heaters.

Key Features Include:

- **Powerful Year-Round Performance:** Shark TurboBlade™ Cool + Heat provides all-season comfort with the flip of a switch from personalized cooling to intelligent heating, featuring 10 cooling speeds, 3 innovative heat modes, and the blades twist and pivot to help cover every corner.
- **Precision-Engineered Heating:** Get fast, consistent warmth with 3 modes, including Thermo IQ auto-temperature control, designed to maintain your ideal temperature, High “Focus” mode delivers more intense power, and Low “Comfort” mode provides gentle, ambient warmth.
- **Customizable Cooling:** Bladeless technology pulls in surrounding air and circulates an even, widespread breeze. Pivot from vertical Tower Mode to horizontal Air Blanket Mode, and twist vents for cooling in multiple directions.
- **Smart Remote & Magnetic Docking:** Adjust temperature and fan speed with the included remote, which magnetically attaches to the unit for a sleek, secure fit—always right where you need it.
- **Ultra-Easy to Clean:** True bladeless cooling, wipe-clean design, and a Dust Defense filter at the base to capture particles.
- **Intentional, Sleek Design:** A streamlined, aesthetically appealing design stands out amongst bulky traditional fans and space heaters with clean, neutral colorways that fit modern style preferences

This holiday season, give your household the gift of comfort without conflict. Available now in Charcoal and Dove for a limited time price of \$249.99 at **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 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**.

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

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

Source: SharkNinja