



NEWS RELEASE

Tom Brady Gets Roasted Again – This Time with Help from SharkNinja as Seven-Time Super Bowl Champion Joins as New Global Brand Ambassador

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Brady kicks off partnership with playful nod to his former roast, inviting fans to get in on the fun with the new Ninja CRISPi® PRO

NEEDHAM, Mass.--(BUSINESS WIRE)-- **SharkNinja, Inc.** (NYSE: SN), a global product design and technology company, today announced seven-time Super Bowl champion Tom Brady as its newest global brand ambassador. This partnership marks the next chapter in SharkNinja's proven formula of fusing disruptive product innovation with relevant brand partnerships that drive culture. As part of the global ambassadorship, Brady will bring his renowned commitment to excellence to the partnership, showcasing how innovative products can elevate everyday performance in the kitchen and in the home. His involvement reinforces SharkNinja's dedication to creating products that deliver high-performance results for consumers who demand the best.

Tom Brady joins SharkNinja as new global brand ambassador

To start, **Brady is playfully revisiting his recent roast** - this

time with the new Ninja CRISPi® PRO Countertop Glass Air Fryer taking center stage. In a nod to his willingness to laugh at himself, Brady is inviting fans to "roast" him again for a chance to win the recently launched CRISPi PRO.

"After my first roast, I thought I was done getting roasted for a while," said Tom Brady. "But I love engaging this way with fans, whether they're roasting me or roasting wings. What drew me to SharkNinja is that same spirit of connection. They listen to their consumers and turn that feedback into innovative products that truly solve problems."

In addition, the multi-year partnership will see Brady teaming up with SharkNinja behind the scenes, infusing his championship-level performance principles across SharkNinja's global team, helping elevate some of the brand's most

iconic product launches and joining forces on philanthropic engagements, including the inaugural **SharkNinja Innovation Challenge**.

"Tom Brady is the GOAT - on the field, with his family and now in the kitchen," said Mark Barrocas, Chief Executive Officer of SharkNinja. "There is such an authentic connection between him loving our products, our performance-driven culture and his deep engagement with fans. Tom is the perfect addition to our championship roster of brand ambassadors, and we are so excited for what's to come."

Brady's involvement with SharkNinja extends beyond this launch, with additional content, product collaborations, and announcements planned throughout 2025 and 2026.

For additional information on SharkNinja, please visit **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. 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 **www.sharkninja.com**.

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