



**Aterian Expands Omnichannel Reach with Product Launches on Temu**

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## **New digital shelf space opens doors for accelerated consumer access and visibility**

SUMMIT, N.J., June 18, 2025 (GLOBE NEWSWIRE) -- **Aterian, Inc. (Nasdaq: ATER)**, a consumer products company, today announced the launch of select products from its flagship brands—including Squatty Potty, hOmeLabs, Healing Solutions, Mueller Living, and PurSteam—on Temu, a global e-commerce marketplace with a fast-growing U.S. customer base. Each of these products became available on Temu during the second quarter of 2025.

Aterian is leveraging Temu's platform to connect with a new wave of online shoppers. Temu links consumers with millions of global sellers and manufacturers, offering a wide range of quality merchandise at competitive prices through a discovery-driven shopping experience at [temu.com](https://www temu.com).

By introducing select products from its portfolio on Temu, Aterian continues to diversify its distribution channels and accelerate access to new customer segments. This launch enhances brand visibility while reinforcing Aterian's commitment to meeting consumers where they shop— traditional retail, through direct-to-consumer storefronts, established e-commerce sites, or on the next wave of high-growth digital marketplaces.

"Our goal is to build strong, household brands that meet customers wherever they shop. Launching on Temu is a strategic move that broadens our reach and, over time, will accelerate our omnichannel growth," said Arturo Rodriguez, Chief Executive Officer of Aterian. "Temu provides a valuable new channel to showcase our products and connect with millions of potential customers. While it's still early, we're optimistic about the opportunity to grow our presence on the platform in the years ahead."

The Temu launch adds to Aterian's growing presence across e-commerce and retail, reinforcing its commitment to accessibility, value, and omnichannel growth.

### **About Aterian, Inc.**

Aterian, Inc. (Nasdaq: ATER) a consumer products company that builds and acquires leading e-commerce brands across multiple categories, including home and kitchen appliances, health and wellness, and air quality devices. The Company sells across the world's largest online marketplaces, including Amazon, Walmart, and Target as well as its own direct-to-consumer websites. Aterian's brands include Mueller Living, PurSteam, hOmeLabs, Squatty Potty, Healing Solutions, and Photo Paper Direct. To learn more, visit [www.aterian.io](https://www.aterian.io).

### **Forward Looking Statements**

All statements other than statements of historical facts included in this press release that address activities, events or developments that we expect, believe or anticipate will or may occur in the future are forward-looking statements including, in particular, our ability to expand our omni-channel presence and access new customers. These forward-looking statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties and other factors, all of which are difficult to predict and many of which are beyond our control and could cause actual results to differ materially and adversely from those described in the forward-looking statements. These risks include, but are not limited to, those related to our ability to continue as a going concern, the effect of tariffs and other costs on our results, our ability to continue to operate following our reduction in workforce, our ability to meet financial covenants with our lenders, our ability to maintain and to grow market share in existing and new product categories; our ability to continue to profitably sell the SKUs we operate; our ability to maintain Amazon's Prime badge on our seller accounts or reinstate the Prime badge in the event of any removal of such badge by Amazon; our ability to create operating leverage and efficiency when integrating companies that we acquire, including through the use of our team's expertise, the economies of scale of our supply chain and automation driven by our platform; those related to our ability to grow internationally and through the launch of products under our brands and the acquisition of additional brands; those related to consumer demand, our cash flows, financial condition, forecasting and revenue growth rate; our supply chain including sourcing, manufacturing, warehousing and fulfillment; our ability to manage expenses, working capital and capital expenditures efficiently; our business model and our technology platform; our ability to disrupt the consumer products industry; our ability to generate profitability and stockholder value; international tariffs and trade measures; inventory management, product liability claims, recalls or other safety and regulatory concerns; reliance on third party online marketplaces; seasonal and quarterly variations in our revenue; acquisitions of other companies and technologies and our ability to integrate such companies and technologies with our business; our ability to continue to access debt and equity capital (including on terms advantageous to the Company) and the extent of our leverage; and other factors discussed in the "Risk Factors" section of our most recent periodic reports filed with the Securities and Exchange Commission ("SEC"), all of which you may obtain for free on the SEC's website at [www.sec.gov](https://www.sec.gov).

Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, even if subsequently made available by us on our website or otherwise. We do not undertake any obligation to update, amend or clarify these forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

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