Aterian Launches Multiple Products on BestBuy.com

August 20, 2025

SUMMIT, N.J., Aug. 20, 2025 (GLOBE NEWSWIRE) -- **Aterian, Inc. (Nasdaq: ATER),** a consumer products company, today announced the launch of several new products across multiple brands on BestBuy.com, effective August 19, 2025.

Select offerings from Aterian's family of trusted brands - hOmeLabs, Squatty Potty, PurSteam, Mueller Living, and Photo Paper Direct – are now available to consumers on one of the largest online retailers in the United States.

"We are continuing to execute our omnichannel growth strategy as part of our long-term mission, and this relationship with Best Buy is an important step to scale our e-commerce presence, reach new audiences, and broaden consumer access to our products," said Arturo Rodriguez, Chief Executive Officer of Aterian. "Best Buy is one of the country's most trusted retailers and has earned a loyal customer base. This new digital shelf space will enhance the visibility of our brand family while advancing our strategy of meeting consumers where they shop."

Products available at BestBuy.com include:

hOmeLabs: makes everyday living healthier and more efficient with appliances that blend high performance with sleek, modern design, including our dehumidifiers and trash cans.

Squatty Potty: revolutionizes bathroom ergonomics with its patented toilet stools designed to promote a natural "squat" posture for faster, more complete elimination and improved digestive health.

PurSteam: delivers powerful, reliable home-care solutions that simplify chores while safeguarding fabrics and surfaces, including steam irons, steam mops and handheld steamers.

Mueller Living: manufactures small kitchen appliances that pair elegant design with robust functionality, including our steam kettles, mandoline slicers, blender sticks, and french press coffee makers.

Photo Paper Direct: professional-quality printable media for craft and photo enthusiasts, delivering vibrant, fade-resistant results every time.

For more information and to shop visit www.BestBuy.com.

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.

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 scale our e-commerce presence, reach new audiences, and elevate our brand profile. 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.

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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