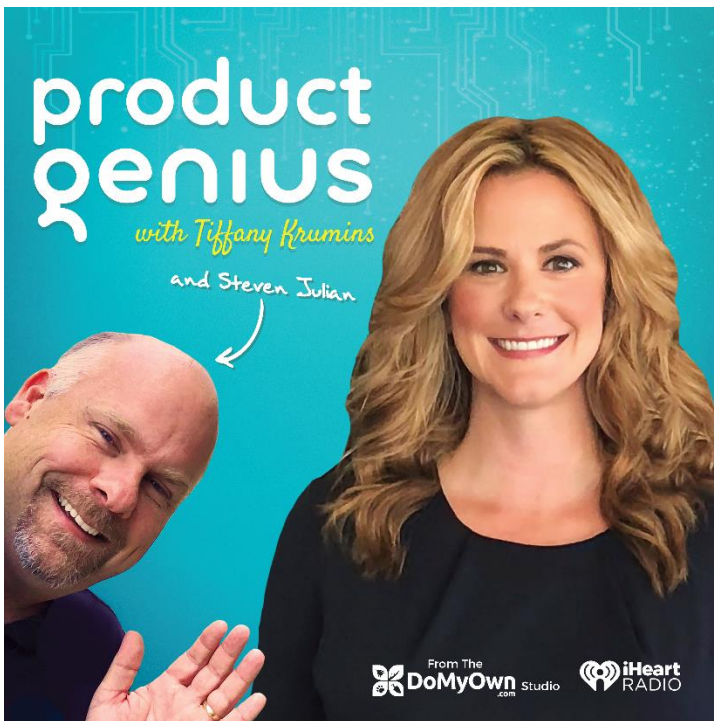


**FOR IMMEDIATE RELEASE**

## **Shark Tank Winner Tiffany Krumins Joins the iHeartRadio Family**

*Tiffany Krumins launches a new inventor focused radio show, Product Genius with Tiffany Krumins, on the iHeartRadio platform*



**Atlanta, GA: July 17, 2018** Tiffany Krumins was awarded \$50,000 on the inaugural episode of Shark Tank, where she pitched her product Ava the Elephant - a talking children's medicine dispenser. Her brainchild was inspired by a sweet-natured boy with Down syndrome who fought like a Sumo wrestler when it came time to take his medicine.

As his nanny, Tiffany tried her best to sooth his anxiety, but still had to get the job done. With lightning creativity, she cobbled together fabric, sponges, and a plastic medicine dropper, and breathed life into her creation by imbedding a recordable sound chip from a greeting card. Ava the Elephant is now one of Shark Tank's most well-known and beloved successes.

Tiffany's expertise in product development and distribution has allowed her to coach countless inventors and entrepreneurs over the years. As part of her give-back initiative, she shared her expertise with the world when she launched her first live talk show on Business RadioX. With the energetic Steven Julian as her cohost, they garnered an average of 379,488 listeners per show during the 16 months it was on air with the Business RadioX platform.

Tiffany has been given the opportunity to distribute her newly branded show, Product Genius with Tiffany Krumins, on iHeartRadio.

On July 9th, 2018, Tiffany and Steven hosted a launch lunch in their new studio inside of Cornerstone Coworking in Lawrenceville, Georgia. Krumins is thrilled to have iHeartRadio as a distribution partner and is looking forward to the exposure the platform will bring.

Product Genius with Tiffany Krumins has 4 key partners that not only allow the show to give back to charities, but lend valuable expert advice to her listeners.

Their new studio partner, Do My Own, had this to say about the partnership, “In 2004, my brother and I began our business in a basement. 14 years and 2 million customers later, I understand the need for an entrepreneur support network to help guide new businesses and let ideas flourish. That’s why I’m proud to sponsor Product Genius with Tiffany Krumins. -Michael Gossling, CEO and co-founder of Do My Own

Product Genius with Tiffany Krumins is proud to announce their partners:

Small Business Expert and Studio sponsor - Do My Own

Logistics and Fulfillment Partner and Expert - FSI

Product Design and Development Partner and Expert - Product QuickStart

B2B/Wholesale Ecommerce Partner/Expert – Speartek.

### **About Steven Julian**

Suwanee resident **Steven Julian** has co-hosted *Gwinnett Business Radio* since 2013 and is excited to be part of “giving a voice” to small business owners everywhere. After a 10-year career in pastoral youth ministry, Steven currently works in the financial services industry as an independent financial advisor.

### **About DoMyOwn.com**

DoMyOwn.com is the largest and fastest-growing online retailer of do-it-yourself pest control, lawn and gardening, and animal care products in the United States. From humble beginnings to over 2 million customers, DoMyOwn.com empowers their customers to take control of their pest control and lawn care needs using the same products the pros use. DoMyOwn.com combines expert advice, step-by-step treatment guides, how-to videos, and an easy to navigate website to create an exceptional experience for their customers, from start to finish. Experience the award-winning customer service yourself at DoMyOwn.com.

### **About FSI**

During their 20+ years in business, FSI has established itself as a leading provider of third party logistics/fulfillment services, helping companies to deliver merchandise to consumers, retail stores and businesses around the corner and around the globe. FSI offers a full suite of 3PL fulfillment services including storage, inventory management, pick/pack/ship of orders, International shipping expertise, promotional support and custom kit assembly. We understand that fulfillment needs are complex, multidimensional and company-specific. With an already full plate, you need flexible fulfillment support that’s done right. On time. Every time. We have a 99.95+% accuracy rate due to our bar-code scanning and extensive quality controls—from receipt of product through shipping to delivery. We drop ship our client’s merchandise for orders from major online retailers (including Amazon, Target, Kohl’s, Macy’s, Brookstone and many others), and we meet the needs of Fortune 500 companies and emerging entrepreneurs alike.

## **About Product QuickStart**

Noah McNeely is one of the founders of Product QuickStart, and he lives and breathes innovation and new product businesses. Noah has spent his career in the trenches of real world product development, balancing tight budgets and narrow development schedules to create everything from toys to military equipment. He has spent much of his career helping to shape and guide a seemingly endless series of “good ideas” into successful product businesses. Mr. McNeely has contributed to the development of products for a wide variety of major clients: the Coca Cola Company, Procter & Gamble, Black & Decker, Arm & Hammer, Plantronics, Biolab, CR BARD, Merck, the Home Depot, Playtex, Georgia Pacific, Kimberly Clark, and dozens of others.

In 2015, Noah and Don Muntner, another product development veteran, started Product QuickStart, a company dedicated to providing world-class innovation, product development, and manufacturing services to inventor-entrepreneurs, startups, and small to mid-sized companies. Product QuickStart has helped numerous clients launch products in a variety of industries.

Noah is degreed in both mechanical engineering and industrial design, both from Georgia Tech. Mr. McNeely also serves on the external advisory board for the George W. Woodruff School of Mechanical Engineering at Georgia Tech, consistently ranked as a one of the top five mechanical engineering schools in the United States.

## **About Speartek**

Founded in 1999, Speartek provides unparalleled design, development, and hosting solutions to companies of all sizes. Speartek’s versatile applications empower businesses to update content, manage online stores, and have those transactions integrated to the systems used by each business to manage orders and invoicing.

The Speartek team includes application development experts, web design specialists, experienced project managers, and a team of US based customer support professionals.

Leading Speartek since the beginning is co-founder Derek Griffin. Derek brings business acumen and implementation experience from a decade as a CPA specializing in small business financial services, and years serving as CFO of a \$20 million manufacturing company. As the President of Speartek, Derek has consulted with companies from a variety of industries to define and implement projects that bring both top line and bottom line value. The wholesale and B2B knowledge and experience of this team has no parallel.

The experience, passion, and expertise on the Speartek team enable us to deliver bottom line-driven solutions that help businesses succeed on the web.

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### **About Tiffany Krumins**

Tiffany Krumins, the first Shark Tank winner, is an Atlanta native and the inventor of Ava the Elephant, a child friendly dispenser that takes the fear out of taking medicine. Called a modern day Mary Poppins, Tiffany has gone from nanny to entrepreneur, and has seen her passion to help children grow into a business that is now known and loved all over the world.

Tiffany's success story began when she was a nanny to a little boy with Down's syndrome who was terrified of "medicine time". To help alleviate his fear, she constructed an animal made of fabric, sponges, a store bought medicine dropper, and a recordable sound chip from a greeting card – and Ava the Elephant was born. Knowing that she would need to find a way to produce her invention, Tiffany began searching the internet and found a casting call on Craigslist that said: "Do you have the next million-dollar idea but don't have the funding to make it happen?" She immediately applied for the casting and was invited to be on the first ever episode of Shark Tank.

Her story has been a roller coaster ride as she went from being on a national TV show and receiving \$50,000 to start her company, to learning just months later that she had thyroid cancer. While working from a hospital bed, she struggled through the growing pains of building a business and fighting cancer. Tiffany's appearance on Shark Tank and the success following continues to provide countless opportunities for her and her brand.

Her story has received unparalleled exposure.

Some of her more notable appearances and acknowledgements:

- Follow-up appearances on Shark Tank on four separate occasions
- Sharing her story and her product on the Dr. Oz Show to a national audience of millions of viewers
- Nominated for the Top 50 Mompreneurs by Babble.com
- Keynote speaker for Disney Social Media Mom's and Beaches Resorts.
- Her story has also been featured on Entrepreneur.com, TVGuide.com, YoungEntrepreneur.com, MomInventors.com and many other online and print publications

Learn more about Tiffany Krumins and her ventures at [www.tiffanykrumins.com](http://www.tiffanykrumins.com) or check out iHeartRadio's Product Genius with Tiffany Krumins [www.iheart.com/podcast/product-genius-with-tiffany-krumins-29496794/](http://www.iheart.com/podcast/product-genius-with-tiffany-krumins-29496794/)