HBG HARRINGTON BRANDS GROUP

A Global Consumer Brand, Technology & Commercialization Portfolio

Building the next generation of consumer companies.

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FOR IMMEDIATE RELEASE

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Harrington Brands Group announces Michael Loeb joins its Board of Directors

Michael Loeb, one of America's most accomplished entrepreneurs, will serve as the first independent board member of Harrington Brands Group

DALLAS, November 23, 2026. Harrington Brands Group, the global consumer brand, technology and commercialization portfolio founded and chaired by Kevin Harrington, an original Shark on ABC's Shark Tank, today announced that Michael Loeb has joined its Board of Directors. Loeb, one of the highest-profile entrepreneurs in the country and co-founder of Synapse Group, where Priceline was incubated, will serve as HBG's first independent director.

Loeb's appointment is the first of several independent board seats HBG plans to fill. The Board will guide HBG's growth strategy, governance and access to capital as the company scales its portfolio of over 50 consumer product and consumer technology companies and economic interests.

Few entrepreneurs have built as consistently or across as many sectors as Michael Loeb. After eight years at Time Inc., where he led marketing for Sports Illustrated and was responsible for the launch of SI for Kids and Entertainment Weekly, he co-founded the Synapse Group with Jay Walker, who conceived of Priceline, which was incubated inside Synapse. Synapse grew to become the world's largest magazine subscription marketer and was sold to Time Warner for unicorn money. Priceline, now Booking Holdings, lapped Synapse and now sports a market cap of over $100 billion.

Almost 20 years ago Michael founded Loeb Enterprises, a company factory that launches three or so of Michael's ideas each year. With over 20 companies in the portfolio in multiple disparate sectors, including fintech, healthtech, martech, and proptech, Loeb Enterprises has over a dozen exits, some of which were added to Loeb's total of five unicorns (and more in the corral). Few entrepreneurs have seen more tech cycles from the founder's seat, and still fewer have built winners in each. He plans on being an active board member and intends to leverage the big synergies with Harrington Brands Group.

"Over the past 40 years, through every technology cycle, from television to the internet to mobile and social, I've been able to see what was coming and keep selling products right through it," said Kevin Harrington, Founder and Chairman of HBG. "It turns out Michael Loeb has done exactly the same thing. Over his career he has been a true visionary, seeing every major tech cycle early and building companies that turned out to be extraordinarily successful. It is my honor to be involved with Michael and to bring our decades of experience together in this next chapter at Harrington Brands Group."

“Over the past 40 years I’ve watched Kevin commercialize products that have gone all over the world, including his success with Celsius,” said Michael Loeb. “Joining the board of Harrington Brands Group gives me a view across a wide-ranging portfolio of products, and the chance to work alongside Kevin and everything he has built. I have a real passion for entrepreneurship, and seeing Kevin, his team and all the entrepreneurial ventures they’re involved in made me very excited to join.”

With Loeb in the boardroom, HBG adds a director who has built at the very top of consumer and internet commerce, and puts a clear stake in the ground for the caliber of independent leadership that will guide its next stage of growth.

About Harrington Brands Group

Harrington Brands Group is a global consumer brand, technology and commercialization portfolio built on over 50 consumer product and consumer technology companies and economic interests. HBG chooses the companies it backs with over 40 years of judgment, partners with them the way founders do, and is granted equity for its leadership’s track record of scaling companies and for what it brings: access, attention and speed. HBG opens access to retail, distribution, marketplaces, creators and platforms, builds attention, and moves companies from instinct to launch in weeks. Beneath the portfolio sits one shared institutional platform with nine pillars: commercialization, marketing, finance, legal, insurance, technology, purchasing, logistics and capital. Harrington Brands Group was founded and is chaired by Kevin Harrington, an original Shark on ABC’s Shark Tank. Offices in Dallas, New York, Midland, Tampa and Nashville.

We build brands people buy every day. Everywhere.

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