



Fin Fun Joins Inc. 5000 List of America's Fastest-Growing Private Companies

**Idaho Falls-based Retailer Ranks No. 119 Nationally
with Three-Year Sales Nearing Growth of 3000%**

Earns #1 Spot in Idaho Based on Revenue and Growth

IDAHO FALLS, ID, August 23rd, 2016 – *Inc.* magazine today ranked Fin Fun, maker of swimmable mermaid tails and blankets, No. 119 on its 35th annual Inc. 5000, the most prestigious ranking of the nation's fastest-growing private companies. In Idaho, its home state, Fin Fun earned the #1 spot across all award categories. The list represents a unique look at the most successful companies within the American economy's most dynamic segment — its independent small businesses.

"We are honored and thrilled to be included on the Inc. 500 list based on our revenue and rapid growth," remarks Eric Browning, president Fin Fun. "Our family-owned company is riding a wave of success nearing 3,000% growth over the past 3 years. We're proud to have earned the confidence of consumers who recognize Fin Fun mermaid tails as a key motivator to promote swimming, increase fun activity with unsurpassed comfort and patented safety features," he added.

The 2016 Inc. 5000, unveiled online at Inc.com and with the top 500 companies featured in the September issue of *Inc.* (available on newsstands August 23) is the most competitive crop in the list's history. The average company on the list achieved a mind-boggling three-year growth of 433%. The Inc. 500's aggregate revenue is \$200 billion, and the companies on the list collectively generated 640,000 jobs over the past three years, or about 8% of all jobs created in the entire economy during that period. Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at www.inc.com/inc5000.

"The Inc. 5000 list stands out where it really counts," says Inc. President and Editor-In-Chief Eric Schurenberg. "It honors real achievement by a founder or a team of them. No one makes the Inc. 5000 without building something great – usually from scratch. That's one of the hardest things to do in business, as every company founder knows. But without it, free enterprise fails."

About Fin Fun

Based in Idaho Falls, Idaho, Fin Fun was among the first to originate the swimmable spandex mermaid tail and monofin. The family-owned and operated company, founded in 2010, produces swimmable mermaid tails, patented monofins, mermaid-themed clothing and accessories, as well as its new line of Cuddle Tails plush blankets. In 2016, Fin Fun joined the Inc.500 list of America's fastest-growing private companies at #119. A celebrity favorite, Fin Fun sells its products primarily online in over 180 countries around the globe, as well as in select retail outlets. For more information, visit www.finfun.com

About Inc. Media:

Founded in 1979 and acquired in 2005 by Mansueto Ventures, Inc. is the only major brand dedicated exclusively to owners and managers of growing private companies, with the aim to deliver real solutions for today's innovative company builders. Winner of the National Magazine Award for General Excellence in both 2014 and 2012. Total monthly audience reach for the brand has grown significantly from 2,000,000 in 2010 to over 15,000,000 today. For more information, visit www.inc.com

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More about Inc. and the Inc. 500|5000**Methodology**

The 2016 Inc. 5000 is ranked according to percentage revenue growth when comparing 2012 to 2015. To qualify, companies must have been founded and generating revenue by March 31, 2012. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2015. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2012 is \$100,000; the minimum for 2015 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in Inc.'s September issue. They represent the top tier of the Inc. 5000, which can be found at www.inc.com/inc5000

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