



lululemon athletica inc. Introduces ivivva athletica

New Brand Concept for 6-12 Year Olds to Be Tested in Three Stand Alone Canadian Stores

VANCOUVER, British Columbia, Sep 01, 2009 (BUSINESS WIRE) -- lululemon athletica inc. (NASDAQ:LULU) (TSX:LLL) today announced that the company is introducing ivivva athletica, a new brand that will create athletic products with a younger generation in mind. ivivva will seek to inspire 6-12 year olds to be active for life through the creation of technical, multi-functional apparel that are long lasting and include many of the unique design features found in lululemon products today. The ivivva concept will initially focus on girls' apparel and will be tested in three stand alone stores in Vancouver, Victoria, and Calgary, slated to open before the holiday season.

lululemon CEO Christine Day said, "We are an entrepreneurial company that never stops innovating. We have listened to feedback from our guests and are excited to introduce ivivva through these three Canadian stores as a test concept. We believe this market is underserved and we are excited to create something to inspire a younger generation to be physically active."

ivivva athletica was created based on extensive feedback from guests who wanted athletic garments for a younger age group using the same signature fabrics, technical design features and exciting colors for which lululemon is known. ivivva garments are designed for function sports such as gymnastics, dance, figure skating, field hockey, track and field and soccer, as well as all-day versatility. As with lululemon garments, free hemming will be offered.

lululemon will be using the existing oqoqo store locations in Vancouver and Victoria for the ivivva stores as the oqoqo line is integrated into the full lululemon product offering. The two existing oqoqo store locations will close in September 2009 and will reopen as ivivva stores in November 2009.

About lululemon athletica inc.

lululemon athletica (NASDAQ:LULU; TSX:LLL) is a yoga-inspired athletic apparel company that creates components for people to live longer, healthier and more fun lives. By producing products that help keep people active and stress free, lululemon believes that the world will be a better place. Setting the bar in technical fabrics and functional designs, lululemon works with yogis and athletes in local communities for continuous research and product feedback. For more information, visit www.lululemon.com.

SOURCE: lululemon athletica inc.

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