



## Get Ready to Shake, Shimmer and Sparkle, America! lululemon athletica Inc. Announces the Launch of ivivva athletica's US Online Store

VANCOUVER, British Columbia--(BUSINESS WIRE)-- It's time to move and shake, America. For the first time ever — and just in time for the holiday season - ivivva athletica is headed south of the Canadian border to dance on a screen near you. lululemon athletica inc. (NASDAQ: LULU; TSX: LLL) today announced the launch of ivivva athletica's American online store at [ivivva.com](http://ivivva.com). Inspired by movement and created by lululemon in 2009, ivivva offers dance and athletic apparel for active girls.

"We heard loud and clear from guests in our US lululemon stores that young girls across the United States are ready for ivivva," said Christine Day, CEO, lululemon athletica. "We're thrilled to be introducing ivivva to our American guests through our wonderful online store. The vibrant colors, technical features and special edition sparkle product of the Winter 2011 collection, as well as the cool features on the new site, will keep girls dancing, jumping, flying and moving during the holiday season and throughout the year."

The robust product assortment on [ivivva.com](http://ivivva.com) consists of sport bras, tanks, leotards, jackets, shorts, crops, pants, skirts and accessories. Plus, the new Winter 2011 collection features a selection of products that are bedazzled or have sparkle woven into the knit. From headbands to legwarmers, guests will glitter and twinkle from head to toe!

Designed with the guest in mind, the online store offers a shopping experience that emulates a visit to an ivivva store. Features such as individual item description pages, fabrics and features knowledge, and visually rich images help guests to make informed purchasing decisions. The site offers complimentary ground shipping and the option to bring online purchases to any lululemon location for complimentary hemming. Additionally, [ivivva.com](http://ivivva.com) will host a "help us design" section where guests can email their feedback directly to ivivva designers, and a blog that will feature inspirational content for dancers and athletes.

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 products are designed for athletic pursuits such as dance and gymnastics, as well as for all-day versatility. For more information, visit [www.ivivva.com](http://www.ivivva.com).

### **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](http://www.lululemon.com).

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