

## **It's Time to Dance, Canada! lululemon athletica inc. Announces the Launch of ivivva athletica's Canadian Online Store**

VANCOUVER, British Columbia--(BUSINESS WIRE)-- Calling all movers and shakers across Canada — ivivva is coming to play on a screen near you. lululemon athletica inc. (NASDAQ: LULU; TSX: LLL) today announced the launch of ivivva athletica's Canadian 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.

"ivivva is all about dance, movement and fun, and we are excited to bring this to life for Canadian girls nationwide with our new online store," said Christine Day, lululemon CEO. "The vibrant colours and technical features of the product assortment, as well as the cool features on the new site will keep girls dancing, jumping, flying and moving."

Designed with the guest in mind, the online store offers a shopping experience that emulates a visit to an ivivva store. The robust product assortment consists of sport bras, tanks, leotards, jackets, shorts, crops, pants, skirts and accessories. 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 ivivva or 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. ivivva currently has stores in Vancouver, BC; Calgary, AB; and Edmonton, AB; and a showroom in Oakville, ON. 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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6829816&lang=en>

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