

For Immediate Release

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Lululemon launches new basketball gear FLEX - designed for women Stylish and safe, lululemon's first knee braces for young athletes

NEW YORK -- (April 15, 2024) -- lululemon athletica inc. (NASDAQ: LULU) today announced its official entrance into the basketball category, allowing the brand to offer basketball apparel for women. This launch includes four piece braces with brand-new fabric Flexlux, which will first be revealed in select stores and 10 campus bookstores across North America on May 14.

Lululemon applied insights and expertise gained over 20 years of designing performance apparel to deliver its basketball gear offering. The objective of lululemon's basketball collection for women is to help prevent injuries and improve physical performance for women basketball players, explicitly among high school and college athletes. Meanwhile, a holistic scientific research program will be launched with five women basketball teams from universities including University of Southern California and Stanford University. Studying injured women basketball players that prioritize return to play, lululemon aims to address the mental and physical health concern in a giveback component to support young basketball athletes.

"There is an increase in the number of female basketball athletes competing in sports. After the research we find out that there is a big difference in the elements affecting athletic performance from men and women in basketball. Factors like the menstrual cycle and the fluctuation of oestrogen can expose women much more vulnerable than men in the field," said Sun Choe, lululemon's Chief Product Officer. "FLEX is well-rounded in our purpose at lululemon that keeps women comfortable in being active. We provide wearers with more flexibility and support. If young women athletes feel comfortable, they can perform better in the game. We think that helping young women athletes feel secure, and therefore comfortable to chase their goals, would be a great first step to solve their need in basketball."

The four pieces and tactics along launching in 2024 are:

- lululemon Coreflex: Knee braces for multiple occasions and weather. Leveraging the Flexlux technology, the sweat-wicking, fix-way stretch fabric increases blood flow and reduces pain during stress from athletes' everyday activities such as warm-up, rigorous games and training, and recovery.
- lululemon BEAT: A campaign with a series of tactics (to be discussed) designed to make high school and college athletes feel good and stay safe in sports. Launching in summer.

New offerings will be launching with the same intentionality and insight-driven approach in 2024, including lululemon Hybridflex, lululemon Activeflex, and lululemon Strechflex. The new launches will be developed in partnership with basketball athletes and shaped by the brand's expertise in designing for women.

About lululemon athletica inc.

lululemon athletica inc. (NASDAQ:LULU) is a performance apparel and footwear company for yoga, running, training, and most other sweaty pursuits, creating transformational products and experiences which enable people to live a life they love. 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 [LULULEMON.COM](https://lululemon.com).

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