



FOR IMMEDIATE RELEASE

LULULEMON ATHLETICA INC. and YYOGA UNVEIL KEY DETAILS FOR GIFT OF YOGA PROGRAM *Pass cards available for pick-up at lululemon stores beginning February 5;* *Complimentary classes available at YYoga studios from February 12-28*

Vancouver, Canada – January 27, 2010 – lululemon athletica inc. (NASDAQ: LULU; TSX: LLL) and YYoga today announced that pass cards for Gift of Yoga classes will be available for pick-up at eight lululemon stores in the Vancouver area beginning February 5. The two Vancouver-founded companies have teamed up to provide more than 1,200 complimentary yoga classes across six YYoga centres from February 12-28. Full details are available at the official web page, lululemon.com/giftofyoga, which launches today.

lululemon and YYoga are sharing with locals and visitors alike what both companies love about life in Vancouver: yoga, health, sport and fun. Complimentary yoga classes are available for both residents and visitors to Vancouver and the surrounding community, and anyone and everyone are encouraged to participate, including first-timers, avid yogis or elite athletes.

How to Take Part In the Gift of Yoga:

- Beginning Feb. 5, 2010, participants must first visit one of lululemon's eight stores in the Vancouver area to pick up a pass card / fob. The store locations include: Whistler; Park Royal; Robson; Kitsilano; lululemon Lab; Oakridge; Metrotown; Coquitlam.
- Once a pass card has been obtained from a lululemon store, participants need to bring their pass card and complete waiver to any of the six Yyoga studios in the Vancouver area to receive their complimentary yoga between February 12-28. YYoga's centres are located in Downtown Vancouver; Yaletown; Burnaby; North Vancouver; Richmond; and Whistler.
- Participants are encouraged to arrive to class 20 minutes early, drink water and wear comfortable clothes in which one can easily move and stretch. Mats and towels are available for rent.
- Complete Gift of Yoga information including lululemon store locations, YYoga locations and class schedules are available at lululemon.com/giftofyoga

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.

About YYoga

YYoga is Canada's premier yoga and wellness destination. With over 600 classes per week across six centers, YYoga offers the widest range of classes suitable for all levels in spa-like spaces. Modern with an environmentally sustainable design, YYoga centers feature deluxe services and amenities such as mat and towel rental, showers with organic and non-toxic products, wellness services, infra red saunas, eco-boutiques and tea lounges. Passes are valid at all six centers. For more information, visit www.yyoga.ca.

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