

FOR IMMEDIATE RELEASE

**LULULEMON ATHLETICA INC. and YYOGA TEAM UP TO GIVE THE GIFT OF YOGA TO THE WORLD
FROM FEB. 12 – 28, 2010**

Two Vancouver-founded companies unite to provide complimentary yoga to locals and visitors to the Vancouver community

Vancouver, Canada – January 12, 2010 – lululemon athletica inc. (NASDAQ: LULU; TSX: LLL) and YYoga today announced that the two companies are joining forces to provide the gift of yoga to the world from February 12 – 28. lululemon, the Vancouver-founded, yoga-inspired athletic apparel company, and YYoga, Vancouver’s premier yoga and wellness destination, will provide more than 1,200 complimentary yoga classes across six centres for seventeen days in February.

“We are thrilled to welcome the world to Vancouver and to give both visitors and locals the gift of yoga,” said Christine Day, CEO, lululemon athletica. “This is a great opportunity to partner with our friends at YYoga and to share with everyone what we love about life in Vancouver: our passionate yoga culture and strong physically active community. Each one of our stores offers complimentary yoga classes each week, and this partnership allows us to provide complimentary yoga on a much greater scale during this special time in our hometown’s history.”

“As the world comes together in Vancouver to celebrate sports, culture and athleticism we are excited to join together with lululemon and offer the gift of yoga to the city, and all our visitors,” commented Terry McBride, CEO, YYoga and Nettwerk Music Group. “It is our goal to make yoga accessible to everyone, whether they are a beginner or an elite athlete. We believe that yoga can help everyone accomplish their goals, whether it’s to lengthen your running stride, get rid of back pain, or to just increase your energy. Through this partnership we look forward to sharing this with the world.”

From February 12 to 28, lululemon and YYoga will be providing complimentary yoga classes for both residents and visitors to Vancouver and the surrounding community, and invites anyone and everyone, including first-timers, avid yogis or elite athletes. The classes will be available at all six of YYoga’s centres located in Downtown Vancouver; Yaletown; Burnaby; North Vancouver; Richmond; and Whistler. More detailed information, including the launch of the website, will be announced in the coming weeks.

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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