

FOR IMMEDIATE RELEASE



Lovesac Expands Showroom Presence in Butler Town Center

Gainesville, Florida – February 27, 2025 – The Lovesac Company (Nasdaq: LOVE), the technology driven company that designs, manufactures, and sells unique, high-quality furniture derived through its proprietary “Designed for Life” platform, is celebrating the debut of its newest showroom in Butler Town Center, planned to open in Spring 2025.

At all Lovesac showroom locations, shoppers can experience a wide product offering, consisting of the modular couch platform called Sactionals, including the innovative Reclining Seat available as an add-on to Sactionals configurations, premium foam beanbag chairs called Sacs, the versatile viral PillowSac Accent Chair, and more. These customizable solutions are complemented by AnyTable, a multi-functional storage table solution for the home. Invisible, immersive surround sound via StealthTech Sound + Charge is offered through the Sactionals platform across nearly all Sactionals configurations, creating a seamlessly integrated audio entertainment experience without compromising on comfort and style.

Extending beyond enabling a newer and more comfortable way of living for customers, Lovesac remains committed to a higher standard of sustainability. Sactionals have been designed to be strong enough to withstand the test of time, thus reducing the amount of furniture waste being added to landfills each year. Additionally, Lovesac repurposes, on average, 600 water bottles to create the base upholstery fabric of each configuration, further upholding their environmentally friendly design ethos. Lovesac has committed to repurpose 1 billion plastic bottles in its products’ fabric and materials as supported by a partnership with REPREVE®. By February 2025, the Lovesac and REPREVE partnership resulted in a total of more than 240 million bottles repurposed in the production of Lovesac product fabrics and materials.

“We are excited to bring the cloud-like experience that only Lovesac can provide to Gainesville with the opening of our showroom at Butler Town Center. The local community can look forward to our ‘Designed for Life’ products that are created to adapt to consumers’ evolving needs, reduce the ecological footprint by minimizing waste in landfills, and provide long-term utility and value,” said Shawn Nelson, CEO & Founder.

About The Lovesac Company

Based in Stamford, Connecticut, The Lovesac Company (NASDAQ: LOVE) is a technology driven company that designs, manufactures and sells unique, high-quality furniture derived through its proprietary Designed for Life approach which results in products that are built to last a lifetime and designed to evolve as customers' lives do. The current product offering is comprised of modular couches called Sactionals, including the innovative Reclining Seat available for all Sactionals configurations, premium foam beanbag chairs called Sacs, the versatile PillowSac Accent Chair, and more. These customizable solutions are complemented by AnyTable, a multi-functional storage table solution for the home. Invisible, immersive surround sound via StealthTech Sound + Charge is offered through the Sactionals platform across nearly all Sactionals configurations, creating a seamlessly integrated entertainment experience without compromising on comfort and style. As a recipient of Repreve's 7th Annual Champions of Sustainability Award, responsible production and innovation are at the center of the brand's design philosophy with products protected by a robust portfolio of utility patents. Products are marketed and sold primarily online directly at www.lovesac.com/, supported by direct-to-consumer touch points in the form of our own showrooms, as well as through shop-in-shops and pop-up-shops with third party retailers. LOVESAC, DESIGNED FOR LIFE, SACTIONALS, SAC, STEALTHTECH, and THE WORLD'S MOST COMFORTABLE SEAT are trademarks of The Lovesac Company and are Registered in the U.S. Patent and Trademark Office.