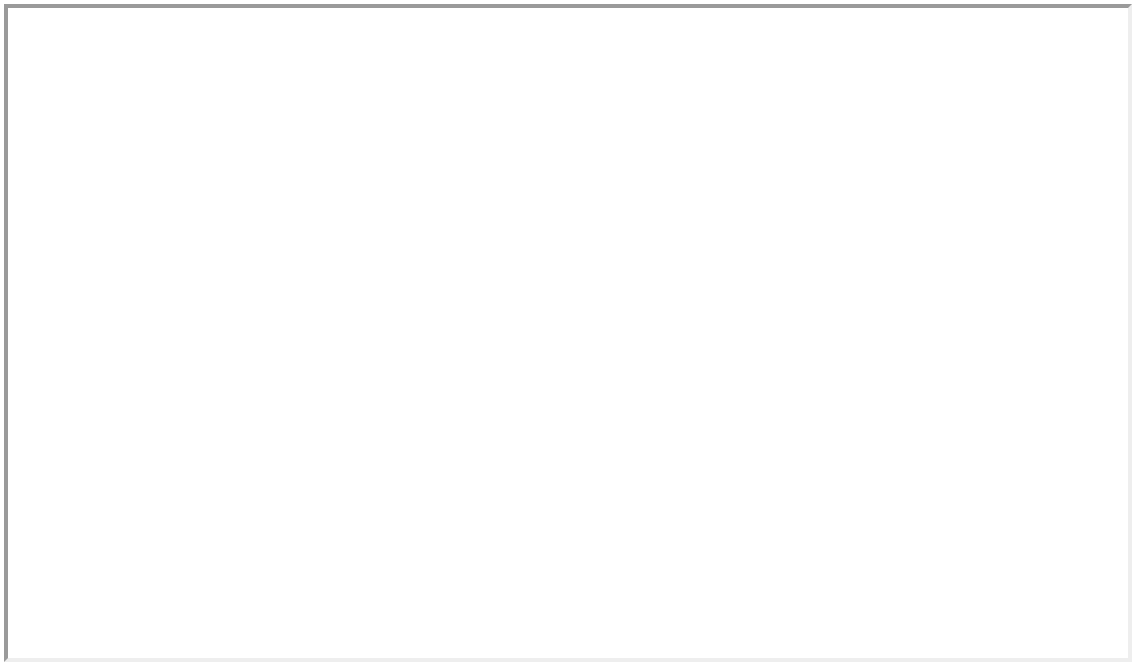
September 9, 2025

Brittany Snow Finds Her Perfect Fit: Introducing Lovesac's Snugg, Always Fits. Forever New.

The Hunting Wives star brings cultural buzz to Lovesac's groundbreaking debut — the brand's first-ever couch and loveseat collection — highlighting Snugg's comfort, versatility, and the joy of a couch with a secret.

STAMFORD, Conn., Sept. 9, 2025 /PRNewswire/ -- Award-winning actress Brittany Snow, star of LionsgateTV & Netflix's breakout series *The Hunting Wives*, fronts Lovesac's newest campaign for the launch of Snugg™. The Lovesac Company (Nasdaq: LOVE), the Designed For Life home furnishing and technology brand renowned for its innovation and for revolutionizing the industry with its category-shattering customizable, modular sectionals, tapped Snow to bring star power and modern style to the debut of Snugg, a groundbreaking couch line that delivers Lovesac's signature durability, washability, and customization, designed to fit every room and any style.



In the debut campaign, Snow showcases Snugg as more than just a couch — it's a design innovation built to last a lifetime. From premium custom comfort and adaptability to built-in storage that doubles as a secret hiding spot, the campaign brings to life Lovesac's ethos of Always Fits. Forever New. From first apartments to forever homes, Snugg is built to look and feel new year after year.

"I've always believed your home should feel like an extension of who you are — and that

includes your couch," said Brittany Snow. "My Snugg is where I curl up, recharge, and yes — even hide when life gets too busy."

"Brittany captures exactly what we envisioned when creating Snugg," added Shawn Nelson, Lovesac Founder and CEO. "Snugg takes everything we've learned from our best-selling Sactionals and distills it into a sofa and couch line that's approachable, flexible, and true to Lovesac quality. It's a couch that evolves as life does — proof that you don't have to compromise between comfort, style, and longevity."

The Snugg Difference

- **Adaptable:** Smart-sized product family that fits through any door and is right sized for any room
- **Customizable:** Changeable Covers, arms, and mix-and-match layouts
- **Durable & Washable:** Premium fabrics built to last, with removable, machine-washable Covers
- **Smart Storage:** Hidden storage designed for essential stow ability (and the best secret hiding spot)
- **Snugg Customizations:**
  - **3 Sizes –** Sofa, Loveseat and Chair
  - **3 Arm Styles –** Swept, Tapered, and Square
  - **12 Tailored to Fit, Washable Covers**
  - **2 Cushion Fill Options -** Standard or Lovesoft
  - **Pricing**
    - **Chair –** Starts at $1450
    - **Loveseat –** Starts at $2050
    - **Sofa –** Starts at $2550

Snugg marks the next chapter in Lovesac's journey, delivering adaptable design that evolves with life and fits seamlessly into every home. Snugg is available online at www.lovesac.com/snugg and in Lovesac showrooms nationwide beginning September 9, 2025.

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, the Sactionals Reclining seat, premium foam beanbag chairs called Sacs, the PillowSac™ Chair, an immersive surround sound home theater system called StealthTech, and an innovative sofa seating solution called Snugg™. As a recipient of Repreve's 8th Annual Champions of Sustainability Award and Edison Awards' 38th Annual Best New Product Awards for Sustainable Consumer Products, responsible production and innovation are at the center of the brand's design philosophy with products protected by a robust portfolio of utility and design patents. Products are marketed and sold primarily online directly at www.lovesac.com, supported by a physical retail presence in the form of Lovesac branded showrooms, as well as through shop-in-shops and pop-up-shops with third party retailers. LOVESAC, CITYSAC, DESIGNED FOR LIFE, SACTIONALS, SAC, STEALTHTECH, ALWAYS FITS. FOREVER NEW and THE WORLD'S MOST COMFORTABLE SEAT are trademarks of The Lovesac Company and are

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LOVESAC
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