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Lovesac Expands Seating Offerings with Snugg Collection Launch

Debuts A Modular Sofa with Sectional Adaptability and Announces National Rollout of White Glove Delivery Service

STAMFORD, Conn., Sept. 15, 2026 /PRNewswire/ -- The Lovesac Company (NASDAQ: LOVE), a leader in innovative home furnishings, today announced the launch of the Snugg Collection, expanding its sectional offerings to bring consumers more choice in elevated, adaptable, maintainable, comfort-focused seating. Available starting today on lovesac.com and in Lovesac showrooms across the country, the Snugg Collection introduces three new modular pieces—a corner seat, ottoman, and swivel chair (Lovesac's first swivel option)—enabling the existing Snugg sofa to expand into a sectional and seating arrangement.



True to its promise "Nearly Any Space You Pick, It Fits," the Snugg Collection delivers premium comfort and design that complements any space in the home. All Snugg pieces, which are available in +50 fabric options, allow customers the flexibility to create their ideal Snugg setup, adjust it as desired and maintain it for a lifetime, if they choose to. Embodying Lovesac's Built To Last, Designed To Evolve product philosophy, the Snugg Collection offers washability, storage in every seat, and changeable style that expands the sofa into a sectional or chaise experience.

"We're committed to giving customers more sectional seating options that are elevated, customizable and Lovesac comfy," said Shawn Nelson, Lovesac Founder & CEO. "The Snugg Collection offers a more streamlined design that brings premium sectional comfort to a wider range of spaces. Customers get the same Lovesac quality and design innovation, with more choice in size, aesthetic, and functionality."

The Snugg Collection launch comes alongside the announcement of Lovesac's White Glove

Delivery service, which is currently available in approximately half of all US states* and will roll out nationally in November.

"We're thrilled to bring White Glove Delivery to more customers across the country," said Mary Fox, President of Lovesac. "We recognize that customers have different preferences; some prefer the assembly and ability to re-arrange, while others love the convenience of having our team handle delivery, set up and the removal of packaging. Our service offerings give customers choice in how they experience Lovesac post-purchase."

For more information about the Snugg Collection and/or Lovesac's White Glove Delivery service, visit lovesac.com.

*Currently available in: Connecticut, Delaware, District of Columbia, Illinois, Indiana, Iowa, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, New Jersey, New York, North Dakota, Ohio, Pennsylvania, Rhode Island, South Dakota, Virginia, and Wisconsin.

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 9thth Annual Champions of Sustainability Award and Edison Awards' 38th Annual Best New Product Awards for Sustainable Consumer Products and 39th Annual Bronze Award for Human-Centric Domestic Solutions, 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 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, PILLOWSAC, SACTIONALS, SAC, and STEALTHTECHare trademarks of The Lovesac Company and are Registered in the U.S. Patent and Trademark Office.











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