



## ***NEWS RELEASE***

### ***For Immediate Release***

#### **RLJ CREDIT MANAGEMENT, LLC ANNOUNCES INVESTMENT IN LULU\*S FASHION LOUNGE, INC.**

*LuLu\*s is an E-commerce Retailer of Women's Apparel, Shoes and Accessories*

**BETHESDA, MD//AUGUST 13, 2014//** Robert L. Johnson, Founder and Chairman of The RLJ Companies and Chairman of RLJ Credit Management, LLC, an RLJ affiliate company, today announced an investment in LuLu\*s Fashion Lounge (LuLu\*s). Founded in 1996, LuLu\*s is a rapidly growing e-commerce retailer of young women's apparel, shoes and accessories.

Headquartered in CA, LuLu\*s has emerged as the online style destination of choice for trendsetters worldwide. The Company delivers a superior experience to consumers by curating a unique product assortment that includes the coveted LuLu\*s label, emerging new designers and favorite go-to brands. LuLu\*s has leveraged this differentiated merchandising strategy to foster a highly-engaged and loyal customer base.

"We are delighted to support H.I.G. Growth Partners in its partnership with LuLu\*s, as it represents a combination of strong, strategic sponsorship and a visionary management team," said Trevor D. Gregg, Managing Partner of RLJ Credit. "Together, we will continue to capitalize on the exceptionally strong growth in the e-commerce apparel category and LuLu\*s authentic appeal."

Co-Founder and CEO, Colleen Winter said, "We are very excited about this partnership with H.I.G. and the shared vision we have for the next stage of LuLu\*s growth. RLJ Credit's investment will provide us the capital and strategic resources necessary to grow the LuLu\*s brand and continue to delight and inspire our valued customer base."

E-Commerce apparel has become the fastest growing segment of the e-commerce marketplace. LuLu\*s has achieved significant online brand recognition and has emerged as the online boutique shopping destination of choice for stylish young women.

*(more)*

***About RLJ Credit Management, LLC***

*RLJ Credit Management, LLC, makes senior debt and subordinated debt investments in lower middle market companies. RLJ Credit provides flexible capital solutions to facilitate buyouts, recapitalizations, refinancings, and growth financings. The Principals of RLJ Credit have extensive experience partnering with middle market companies, across a broad range of industries, to support growth and create value. We successfully partner with private equity firms, investment banks, and operating executives to deliver our full range of financial and strategic resources. For more information visit: [www.rljcredit.com](http://www.rljcredit.com).*

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***About Lulu\*s Fashion Lounge***

*From humble beginnings, LuLu\*s was founded by the mother/daughter team of Debra Cannon and Colleen Winter in 1996, starting as a vintage boutique in Chico, CA that transitioned purely online in 2008. Leading the way as the lifestyle destination for fashion infatuated shoppers worldwide, LuLu\*s has created a one stop shop for all things chic. For more information, please visit [www.lulus.com](http://www.lulus.com).*

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