LOWE'S LAUNCHES FIRST AI-POWERED HOME IMPROVEMENT VIRTUAL ADVISOR

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Customers can now "ask Mylow" home improvement questions with real-time answers from the palm of their hand

MOORESVILLE, N.C., March 5, 2025 /PRNewswire/ -- Today, Lowe's is introducing the newest member of its team: Mylow. Designed to help customers navigate the many questions that come with owning a home from project know-how, to how-to advice to top-rated product searches and more -- Mylow joins Lowe's team of approximately 300,000 friendly and knowledgeable associates who are committed to unmatched customer service and making Lowe's the most assistive brand in home improvement.

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Today, Lowe's introduces the newest member of its team: Mylow, the first AI-powered home improvement virtual advisor.

"Home improvement is inherently complex and can feel overwhelming even for the most experienced DIYer – that's why Lowe's has invested in AI and emerging technologies to create solutions that truly help our customers," said Lowe's Chief Digital and Information Officer Seemantini Godbole. "We're aiming to deliver the best customer service in retail and Mylow represents an industry-leading step forward in helping us do that. This solution will not only help our customers be more informed, but our associates too."

Developed in collaboration with OpenAI and leveraging Lowe's expert advice, Mylow delivers the expertise of a trusted Lowe's associate anytime and anywhere, providing customers with clear steps and practical solutions for projects ranging in type and complexity all from the palm of their hand. For example, Mylow delivers quick, conversational answers to home improvement questions, such as:

- When do I plant grass seed?
- How do I measure my kitchen for a new floor?
- What's the most popular paint color?
- How do I get my faucet to stop leaking?
- How much mulch do I need?
- What washer and dryer pair saves me the most on my utility bills?

- What are the top-rated refrigerators that can be delivered and installed next day?

"The development and introduction of Mylow exemplifies the tech-forward vision of the Lowe's brand," said Lowe's Senior Vice President of Technology, Chandhu Nair. "We're doubling down with emerging technology collaborators like OpenAI to solve problems for our customers and because we want the home improvement experience at Lowe's to be a cut above."

Excitingly, Mylow links project insights to product discovery, helping customers find and purchase the right tools and materials for their projects. Customers using Mylow can also refine their local recommendations by providing details like their project budget or zip code. And Mylow also shares friendly "how-to" content so no matter how much experience a DIYer may have, they never have to go it alone.

Currently on desktop and mobile web, Mylow is available for MyLowe's Rewards loyalty members or by visiting lowes.com/Mylow. Customers can also expect Mylow voice capabilities and availability on Lowe's app later this year.

About Lowe's

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 50 home improvement company serving approximately 16 million customer transactions a week in the United States. With total fiscal year 2024 sales of more than $83 billion, Lowe's operates over 1,700 home improvement stores and employs approximately 300,000 associates. Based in Mooresville, N.C., Lowe's supports the communities it serves through programs focused on creating safe, affordable housing, improving community spaces, helping to develop the next generation of skilled trade experts and providing disaster relief to communities in need. For more information, visit Lowes.com.

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