

LANDS'END

May 21, 2013

Lands' End Celebrates 50th Anniversary

Employees toast fifty years of quality products and unmatched customer service

DODGEVILLE, WIS. (May 21, 2013) –Lands' End is proud to announce that today marks fifty years since the company was founded in 1963. The all-American, global apparel and lifestyle brand provides stylish, high-quality apparel and accessories for the entire family.

Lands' End got its start as a sailing outfitter in Chicago, operating as a mail-order operation filling 15 orders on a good day. The company immediately set itself apart in the industry when founder Gary Comer instituted the now-famous unconditional return policy: "If you're not satisfied with any item, simply return it to us at any time for an exchange or refund of its purchase price." Guaranteed. Period.® The company grew with every innovation and by 1977 Lands' End was a million-dollar business.

Since then, Lands' End has been known for its world-class customer service that is unmatched by anyone in the industry. Lands' End is headquartered in Dodgeville, Wisconsin, with facilities that span over 1.7 million square feet. Lands' End demonstrates market authority with strength in swimwear and outerwear, as well as key offerings across their men's, women's, kids' and home collections. Today Edgar Huber, CEO and President of Lands' End, is leading the brand through this milestone with an admirable focus on moving the brand forward while staying true to the brand's core values and roots.

"We are extremely proud of our heritage and are looking forward to giving our customers exceptional quality and value for the next fifty years," said Huber.

Today, Lands' End employees will gather to celebrate with a "birthday party." The ceremony will include a 6-foot lighthouse cake in honor of Lands' End's sailing heritage.

Earlier this month, Lands' End partnered with the National Forest Foundation to plant fifty trees on the Dodgeville campus in honor of the company's milestone. This year Lands' End also donated \$50,000 to the organization, which funded the planting of roughly 385,000 trees, in an effort to make a larger impact on the environment.

For more information on Lands' End, visit www.landsend.com.

About Lands' End®

Lands' End is a classic American lifestyle brand with a passion for quality, legendary service, real value and a simple two-word promise to stand behind everything it sells: Guaranteed. Period.® Lands' End delivers timeless style for Men, Women, Kids and the Home at landsend.com, 1-800-800-5800, the Lands' End Shops at Sears and around the world. Lands' End is a proud member of the Sears Holdings Corporation (NASDAQ: SHLD).