

LANDS'END

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Lands' End's Squall® Parka Earns The Good Housekeeping Seal

DODGEVILLE, Wis. and NEW YORK, Nov. 17, 2016 /PRNewswire/ -- Lands' End announced today that the Lands' End Squall Parka has earned the coveted *Good Housekeeping* Seal, one of the most recognized consumer emblems in the world. Introduced in 1909, the Seal has offered buyers an unmatched assurance of product quality and is also backed by a limited warranty that provides a replacement or refund of up to \$2,000 if a product proves defective within two years of purchase.



"At Lands' End, we are passionate about developing high quality merchandise that our customers value and trust. For over 30 years, we have been committed to making the best collection of Squall outerwear for men, women and kids and we are deeply honored that our Squall Parka has earned the *Good Housekeeping* Seal," says Joseph Boitano, Co-interim Chief Executive Officer, Lands' End.

"At *Good Housekeeping*, we test products so consumers can rely on their claims and performance. And the GH Seal is the only emblem in the market that stands by its recommendations with a 2-year warranty," states Jane Francisco, Editor-in-Chief, *Good Housekeeping*. "The GH Textile Lab tested the limits of the Lands' End Squall Jacket — and after you see how its construction stood up to our most rigorous analysis, it's hard to imagine anyone wanting to weather the winter without it."

"We were impressed with the overall designs of the garments, which offer innovative solutions to everyday problems for the entire family. They're made with durable materials for long-lasting use and include notable features for enhanced functionality," says Lexie Sachs, Senior Textiles Product Analyst, *Good Housekeeping* Institute. "In our evaluations, we found the Squall to excel in fabric strength tests, have easy care, and perform well for their intended use."

The Lands' End Squall Parka provides guaranteed protection when winter comes full force, with its waterproof and windproof features. Comfort details include a fleece-lined collar, adjustable interior fleece cuffs and a drawcord waist. The parka includes two pairs of front pockets and an inside vertical pocket for money, keys, phone, and cold hands. The parka features ThermaCheck®-300 antistatic fleece lining that resists shocks and lint in the top half and in the hood. The Lands' End Squall Parka is available in Women's (sizes regular, petite, tall, plus and petite plus), Men's (sizes regular and tall), and Girls' and Boys' from toddler to big kid sizes.

About Lands' End

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of casual clothing, accessories, footwear and home

products. We offer products through catalogs, online at www.landsend.com, www.canvasbylandsend.com and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears® and standalone Lands' End Stores. We are a classic American lifestyle brand with a passion for quality, legendary service and real value, and seek to deliver timeless style for men, women, kids and the home.

About Good Housekeeping:

Celebrating 130 years, *Good Housekeeping* (goodhousekeeping.com) is a leading lifestyle media brand inspiring a monthly audience of 30+ million readers to discover genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The *Good Housekeeping* Institute's state-of-the-art labs combined with *Good Housekeeping's* seasoned editorial talent is unparalleled. Staffed by top engineers, scientists and technology experts, the GH Institute tests and evaluates thousands of products each year for the magazine, website and for the Good Housekeeping Seal and the Green Good Housekeeping Seal, which are among the most recognized and trusted consumer icons in the world today. Good Housekeeping, which also has five international editions, is published by Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media, information and services companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation, and reaches 79.5 million readers and 68 million unique site visitors each month (comScore). Follow *Good Housekeeping* on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and on the [Inside the Institute](#) blog. Follow Jane Francisco on [Twitter](#) and [Instagram](#).

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