

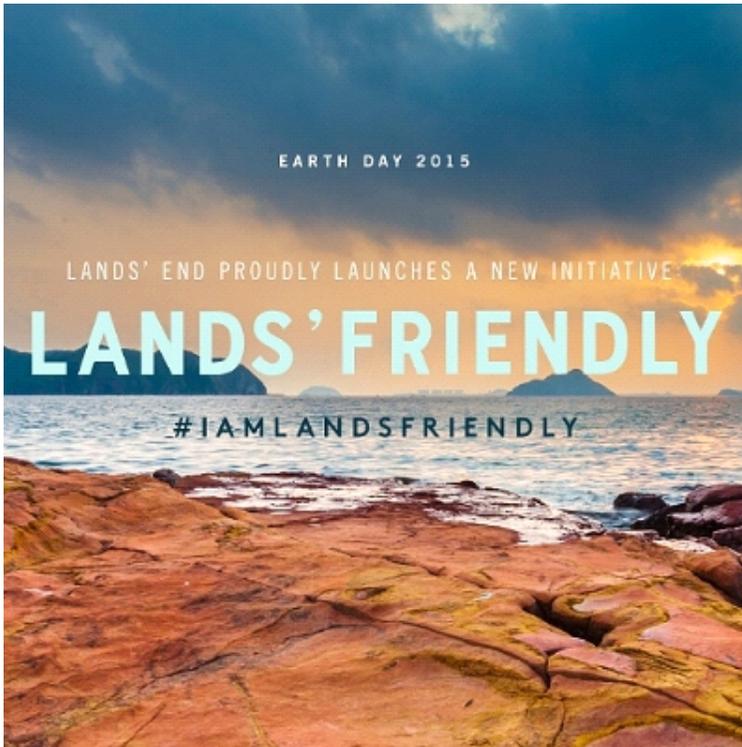
LANDS'END

April 22, 2015

Lands' End Announces "Lands' Friendly" Initiative in Celebration of Earth Day

Company Unveils Stronger Commitment to Sustainability

DODGEVILLE, Wis., April 22, 2015 /PRNewswire/ -- Today, Lands' End is announcing the "Lands' Friendly" initiative - a mission to continually strive to be a leader in sustainability. For more than 50 years, Lands' End has been committed to the environment. The company's founder, Gary Comer, was an active environmentalist who encouraged Lands' End employees to be good stewards of the Earth. The company will build upon this foundation by expanding its partnership with the National Forest Foundation (NFF), as well as engage in new plans to source sustainable textiles while encouraging customers and business partners to be "Lands' Friendly."



"We are continually improving upon our sustainability efforts to become even more 'Lands' Friendly,' " said Federica Marchionni, CEO of Lands' End. "While I am proud of what has been accomplished so far, there is much more to do and I am excited to take our sustainable efforts to the next level. "

Planting the One-Millionth Tree

Additionally, as part of the first steps of this endeavor, the brand is announcing an expanded partnership with the NFF, the official nonprofit partner of the U.S. Forest Service. Since 2012, Lands' End has been a part of large-scale plantings in U.S. forests - totaling over 500,000 trees. This spring, the company will increase efforts, resulting in the planting of the one-millionth tree.

"We are very proud of our partnership with Lands' End and of the results we've been able to achieve together since 2012. Lands' End has demonstrated that sustainability is a key element in decision-making in many areas of its business and it has become a leader in the apparel industry. We are excited to be planting one million trees as a result of this expanded partnership," said Bill Possiel, President of the National Forest Foundation.

Customer Catalog Preference

As part of this commitment, Lands' End is currently surveying customers to evaluate a more targeted approach to mailing catalogs. "Our goal is to create the right balance between serving our customers successfully with our printed catalogs, while reducing our carbon footprint," said Marchionni. "The brand will also explore additional digital tools across platforms to supplement content and address the changing shopping habits of customers."

Sustainable Textiles

Lands' End will become a bluesign® system partner. The bluesign® system focuses on reducing the impact on people and on the environment, ensures responsible use of resources and guarantees the highest level of consumer safety. Substances posing risks to people and the environment are hence eliminated from the very beginning.

#IAmLandsFriendly

Lastly, to celebrate, educate and inspire everyone to be a friend to the planet on Earth Day and every day, Lands' End is launching the #IAmLandsFriendly movement. Through the company's Twitter and Instagram platforms, Earth Day participants will be encouraged to share the passion for sustainability - from composting and planting to recycling. Experts will also share tips and advice throughout the day.

For more information about Lands' End sustainability initiatives, please visit landsend.com/sustainability.

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, Lands' End Retail and around the world. Lands' End is publicly traded and listed on NASDAQ under the trading symbol (LE).

URL: www.landsend.com
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