

LANDS'END

July 2, 2014

July is UV Safety Month

Help Protect Skin with Lands' End Swim Tees & Rash Guards

DODGEVILLE, Wis., July 2, 2014 /PRNewswire/ -- July is UV Safety Month, a national health observance dedicated to spreading the word about strategies for preventing skin cancer. To help protect skin from the harmful UV rays of the sun, Lands' End offers a collection of lightweight Swim Tees for women and Rash Guards for men and children that the Skin Cancer Foundation recommends as an effective UV protectant. Lands' End Swim Tees provide UPF 50+ protection against harmful UV rays.



"Clothing is truly your first line of defense when it comes to sun protection," said Perry Robins, MD, President of The Skin Cancer Foundation. "Lands' End has demonstrated a strong commitment to sun safety with its UPF clothing products, which have earned our Seal of Recommendation. The Seal is recognized by consumers worldwide as a symbol of safe and effective sun protection."

Lands' End UPF 50+ Products

The Skin Cancer Foundation Recommends as an Effective UV Protectant

- 1 **Women's Swim Tees** - Lands' End Swim Tees are as soft as a favorite tee and incredibly lightweight - even while wearing in the water. Best of all, Lands' End Swim Tees provide UPF 50+ protection against harmful UV rays, and these stylish swim pieces can be worn beyond the waves when coordinated with favorite summer shorts and skirts. Available in long sleeve and short sleeve, in a variety of prints and colors.
- 1 **Men's Rash Guards** - The featherweight cover-up for swimming, surfing, snorkeling, boating, kite surfing, sailboarding, paddling, jet skiing — in or on the water. Easy-moving UPF 50+ stretch fabric screens out harmful UV rays, dries with just a few shakes, protects the skin from harsh abrasives like sand, surfboard surfaces and scuba straps.
- 1 **Boys and Girls Rash Guards** - It's not easy keeping kids covered with sunscreen. Lands' End Rash Guards for boys and girls are the ultimate backup to sunscreen with a UPF 50+ rating, the highest possible, blocking 98% of harmful UV rays. Protection lasts the life of the garment, through lots of washing and exposure to sun and chlorine.

"At Lands' End we are committed to providing our customers with relevant, high-quality apparel and accessories. In this case, we know our customers want to enjoy all that summer has to offer and want to be active outdoors whether they are in

or out of the water. We take sun safety seriously and are pleased with our offering of stylish and smart Swim Tees and Rash Guards for women, men and children that provide UPF 50+ protection against the sun's harmful UV rays," said Michele Donnan-Martin, chief merchandising design officer, Lands' End. "We know that skin cancer affects millions of Americans and we are thrilled to offer products that help prevent UV damage, as well as give families the reassurance that they can still enjoy some fun in the sun."

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

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