

LANDS'END

November 10, 2016

Lands' End Lends Support To Veterans In Honor Of Veterans Day

Donation of Clothing & Percentage of Sales Goes to Veterans

DODGEVILLE, Wis., Nov. 10, 2016 /PRNewswire/ -- In honor of Veterans Day, Lands' End has joined with the National Veterans Foundation (NVF) and the Bob Woodruff Foundation (BWF) to donate clothing and a nationwide percentage of sales to benefit our nation's military veterans.

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On Veterans Day, Friday, November 11, Lands' End will donate 10% of retail sales up to \$20,000 to benefit veterans' initiatives through the National Veterans Foundation and the Bob Woodruff Foundation. The collaboration will be promoted in Lands' End's Shops at Sears, standalone retail stores, and the Lands' End's SoHo Pop-up Shop. The brand will also extend an exclusive 10% discount from November 10 - November 13 to active military and veterans upon the presentation of their military identification card.

"The National Veterans Foundation and the Bob Woodruff Foundation do tremendous work for veterans across America, their initiatives bring awareness to various causes including homelessness and mental illness," said James Gooch, Co-Interim CEO, Lands' End. "Lands' End is honored to lend assistance to both of these organizations' initiatives to support such well-deserving individuals and their families."

Lands' End will also be donating over 18,000 units of clothing to the NVF benefiting homeless veterans and veteran families, both regionally and nationally. The donation includes various Lands' End clothing items for men and women. This donation comes in time for the holidays and upcoming winter months. NVF will be giving away the clothing to men and women in the Southern California region and beyond in the next couple of months.

"We're grateful to Lands' End for their generous donation of quality clothing that will go to homeless veterans in need of items like pants, sweaters and other apparel for the upcoming winter months," said Bill Morgan, Development Director, National Veterans Foundation. "It's wonderful to see a company like Lands' End provide Veterans with much needed, tangible support."

"We are extremely grateful for Lands' End's commitment to our nation's veterans and their families," said Lee Woodruff, cofounder of the Bob Woodruff Foundation. "The Bob Woodruff Foundation looks forward to continuing its partnership with Lands' End well beyond Veterans Day, focusing on the pressing and long-term needs of those who've served."

To learn more about these dedicated organizations and their support of veterans, please go to www.nvf.org and www.bobwoodrufffoundation.org.

ABOUT LANDS' END, INC.

Lands' End, Inc. (Nasdaq: LE) is a leading multi-channel retailer of 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 NATIONAL VETERANS FOUNDATION

The National Veterans Foundation's (NVF) Lifeline for Vets helps veterans of all eras, their family members and active duty service members, some while serving overseas in combat deployments. The Lifeline for Vets assists veterans with needs including medical treatment, PTSD counseling, VA benefits advocacy, food, shelter, employment, training, legal aid, suicide intervention and more. To learn more about the NVF and how to support local veterans, please go to www.nvf.org

ABOUT THE BOB WOODRUFF FOUNDATION

The Bob Woodruff Foundation (BWF) was founded in 2006 after reporter Bob Woodruff was hit by a roadside bomb while covering the war in Iraq. Since then, the Bob Woodruff Foundation has led an enduring call to action for people to stand up

for heroes and meet the emerging and long term-needs of today's veterans. To date, BWF has invested more than \$33 million to find, fund and shape programs that have empowered more than 2.5 million impacted veterans, service members and their families. For more information, please visit www.bobwoodrufffoundation.org or follow us on Twitter at @Stand4heroes.

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