

LANDS'END

September 19, 2013

Lands' End Sails North with Canadian Website Launch

Timeless Styles for Men, Women, Kids and the Home Bringing the Classic American Brand to Canada

TORONTO (September 19, 2013) – Lands' End is sailing into the Canadian market with a focus on shoppers north of the border. The legendary brand, known for high-quality apparel and its unconditional return policy, Guaranteed. Period.®, has launched a global platform for consumers to shop for high-quality apparel and accessories for the entire family at landsend.com (www.landsend.com). Canadian customers can now easily view the website in Canadian currency to see product pricing. Additionally, all fees (duty, tax and shipping) will be displayed and included in the order total at checkout.

“We are dedicated to focusing our efforts on an enhanced e-commerce presence in Canada that not only offers an online shopping experience that is true to the Lands' End brand but is also tailored to the specific needs of Canadian shoppers,” said Carl Atwell, managing director of Canada, Lands' End. “We are eager to connect with new customers and become a trusted brand for style, quality and value for years to come.”

Celebrating 50 Years: Charting New Territory

Lands' End comes to Canada during a milestone year: its 50th anniversary. The storied brand brings its reputation for value, legendary customer service and high-quality merchandise for the entire family.

The company got its start as a sailing outfitter in Chicago. From humble beginnings – a mail-order sailing equipment business that launched in 1963 – the brand has evolved into a tried-and-true apparel and accessories brand offering men's, women's, kids', outerwear and home décor. An ongoing commitment to value, craftsmanship and customer service has led to consumer and industry accolades. Now, Lands' End is ready to create a well-known presence in Canada.

Lands' End 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.®" As a testament to the brand's trustworthy nature, Canadian customers are welcome to return any product, at any time, for an exchange or refund of its purchase price. It's a belief Land's End has stayed true to since day one. Guaranteed friendly, guaranteed family, guaranteed craftsmanship, guaranteed functional. Guaranteed. Period.®

In keeping with this policy, Lands' End offers free shipping every day, anywhere for purchases over \$50.00 CDN, making online shopping easy and transparent for Canadian consumers.

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).

Timelines, images and assets can be found at:

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