

LANDS'END

August 15, 2014

Lands' End Marks Heritage of Sustainability with Launch of Lighthouse Restoration Program

Brand kicks off program by adopting Block Island Southeast Lighthouse as part of \$30,000 donation to the U.S. Lighthouse Society

DODGEVILLE, Wis., Aug. 15, 2014 /PRNewswire/ -- Since its humble beginnings in 1963 when former advertising copywriter and avid sailor Gary C. Comer founded Lands' End, the brand has been rooted in sailing. Today, Lands' End is excited to celebrate its heritage by launching a lighthouse restoration program in partnership with the U.S. Lighthouse Society through an initial donation of \$30,000 in recognition of the society's 30th anniversary.



As part of the donation, Lands' End will adopt the Block Island Southeast Lighthouse, a U.S. National Historic Landmark located on the Mohegan Bluffs at the southeastern corner of Block Island, Rhode Island. Built in 1874 in the ornate Victorian style of the time, the Southeast Lighthouse helped ships clear the dangerous shoals and ledges of the "stumbling block" of the New England coast. Because of ongoing erosion of the bluffs, in 1993 the 2,000 ton structure was moved 300 feet back from the cliffs. After the move, the Coast Guard could not reinstall the mercury float lens, but instead installed the first order lens from Cape Lookout Lighthouse. Through the donation, Lands' End will bring the original light back to the beloved lighthouse by restoring the lantern room where the light shines.

"We are extremely proud of our nautical roots and are thrilled to assist in the preservation of our nation's maritime treasures," says Edgar Huber, CEO and president of Lands' End. "The partnership with the U.S. Lighthouse Society further represents Lands' End's commitment to sustainability and allows us to make a positive contribution to improve lighthouses, so that they can be enjoyed for generations to come."

"With a lighthouse in their logo, who better to partner with than Lands' End on a lighthouse restoration program," says Jeff Gales, Executive Director of the U.S. Lighthouse Society. "For thirty years, the U.S. Lighthouse Society has assisted in the restoration and preservation of America's lighthouses, and with the generous funding from Lands' End, we look forward to preserving the remaining symbols of our maritime heritage."

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).

ABOUT U.S. LIGHTHOUSE SOCIETY

The U.S. Lighthouse Society is a national nonprofit corporation that started the lighthouse preservation movement in America 30 years ago. Education is at the forefront of Society operations, and to that end it produces a highly respected lighthouse periodical and operates educational excursions around the world. The Society is considered the hub of

communication for everything lighthouse, and has been the proud recipient of numerous preservation awards including a special commendation from The White House. To date, the U.S. Lighthouse Society is made up of many thousands of members and has raised and donated over \$1 million to lighthouse preservation projects nationwide. The Society serves as an important voice and a beacon of hope for those who are passionate about these national maritime treasures, and is dedicated to the continued preservation of lighthouses for future generations.
415-362-7255 / uslhs.org.

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