



## Lands' End And The Weather Channel Celebrate Year One Of Partnership

November 9, 2018

**For the first anniversary, Lands' End is offering 50 percent off full-price outerwear on November 9**

DODGEVILLE, Wis., Nov. 9, 2018 /PRNewswire/ -- Lands' End (NASDAQ: LE), a leading uni-channel retailer, and The Weather Channel television network today announced the one-year anniversary of their integrated Official Outfitter partnership. In celebration, Lands' End is offering 50 percent off full-price outerwear and cold weather accessories, including the iconic Squall® outerwear collection, which over 30 of The Weather Channel's on-camera meteorologists wear live in the field while reporting through the season's toughest weather conditions.

Lands' End relaunched the Squall Parka in September 2018, after The Weather Channel meteorologists spent 652 hours field testing the outerwear through 21 winter storms, four major floods, 15 tropical storms and two major landfall hurricanes. Lands' End designers then sat down with the meteorologists and implemented their direct feedback into the newly designed system. The new Squall system is fully seam sealed and includes waterproof hand and chest pockets, adjustable cuffs, 360-degree reflectivity, a removable hood, a front zipper storm flap, and more.

"This is truly a collaborative partnership," said Reynolds Wolf, on-camera meteorologist, The Weather Channel. "It's not every day we get direct design input into the gear that we trust to protect us in the worst kind of weather, and we're thrilled to have a partner that listens and allows us to be so involved."

"At Lands' End, we are continually innovating our outerwear and apparel to meet, and hopefully exceed, our customers' expectations," said Jerome Griffith, president and chief executive officer, Lands' End. "Our partnership with The Weather Channel provides us valuable in-the-field feedback and the opportunity to test our merchandise in some of the most extreme weather conditions imaginable. Together, we are focused on delivering quality and building trust with our perspective audiences, while sharing a unified vision of continual improvement."

Lands' End and The Weather Channel began their integrated partnership in November 2017. To date, the pair have:

- Covered over 1,600 hours of live weather coverage including 21 winter storms, four major floods, 15 tropical storms, and two major landfall hurricanes.
- Worked collaboratively to improve product functionality and build new and improved outerwear.
- Supported kids' interest in science and meteorology by selecting aspiring meteorologists to travel to The Weather Channel headquarters to report the weather on-air.

As part of the partnership, Lands' End provides The Weather Channel's on-camera meteorologists outerwear and accessories for severe weather conditions, and everyday apparel for calmer weather such as polo shirts and chino pants. Combined, the companies share over 80 years of experience putting their viewers' and customers' needs first to deliver the right information to the right person at the right time – ultimately helping their customers make an informed decision that they know and trust will perform to meet high standards.

For more information please visit: <http://landsend.com/theweatherchannel>.

### About Weather Group

Weather Group is the parent company of The Weather Channel television network, Weatherscan, Local Now, and Pattern. For more than 35 years, The Weather Channel television network has been the leader in severe weather coverage, providing the most comprehensive analysis of any media outlet and serving as the nation's only 24-hour source of national storm coverage. For eight years in a row, Harris Poll has ranked The Weather Channel as the "TV News Brand of the Year." With trusted meteorologists who analyze, forecast and report the weather - its expertise is unrivaled. Local Now is a streaming service, powered by The Weather Channel and content partners, and delivers real-time, hyper-local news, weather, traffic, sports, and lifestyle information. With unique technology that transmits localized information to hundreds of markets across the United States, Local Now delivers the same information seen in a 30 to 60 minute local news broadcast segment, on-demand and in a fraction of the time. Pattern is a new platform that delivers mobile-first content directly to Twitter users in a new and innovative way at any day and any time - storm coverage, changing climate, weather science explainers and the coolest, most beautiful places on Earth as created by weather. For more information visit [weathergroup.com](http://weathergroup.com).

### 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](http://www.landsend.com) and affiliated specialty and international websites, and through retail locations. 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.

URLs: [www.landsend.com/newsroom](http://www.landsend.com/newsroom)

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