



## Lands' End Elects Maureen Mullen to Board

June 25, 2018

DODGEVILLE, Wis., June 25, 2018 (GLOBE NEWSWIRE) -- Lands' End, Inc. (NASDAQ:LE) today announced the election to the Lands' End board of directors of Maureen Mullen, Co-Founder & Chief Strategy Officer of L2 Inc., a member based business intelligence business that benchmarks the digital, omnichannel and e-commerce competence of the world's leading consumer brands and retailers through its proprietary Digital IQ Index Research. Ms. Mullen regularly serves as a thought leader at executive education events and conferences and within the media on topics including e-commerce, mobile and omnichannel. She has also served as an Assistant Adjunct Professor of Marketing at New York University.

"As our company continues to invest and focus on our digital transformation, it's important that we have industry insights and perspectives to help guide us. We are delighted to add Maureen's experience and cutting-edge expertise to our Board," said Lands' End Board Chair Josephine Linden.

Ms. Mullen's election increases the number of Lands' End directors to eight.

### **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.

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