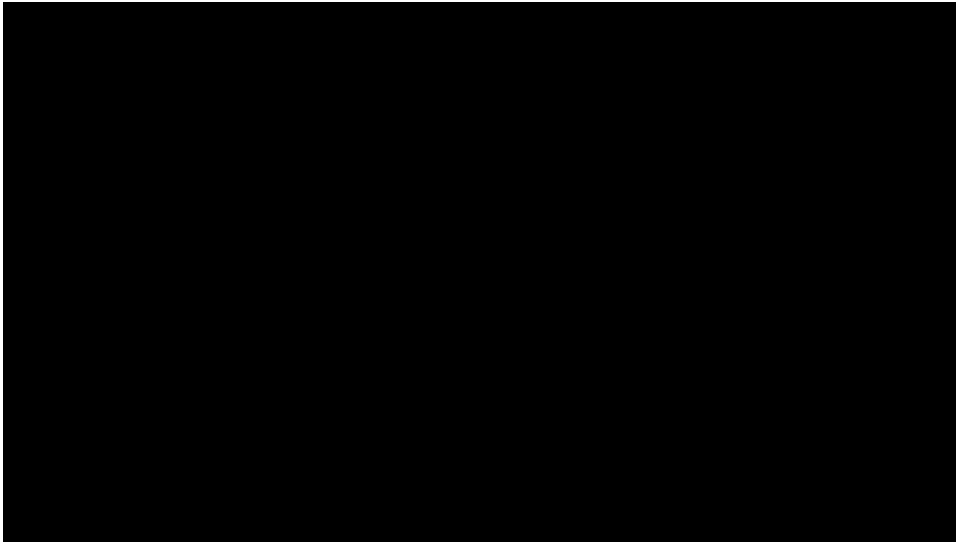


A Little Pink Does a Lot of Good: Lands' End's Pink Thread Project to Raise Awareness and Funds For The Breast Cancer Research Foundation

DODGEVILLE, Wis., Sept. 29, 2016 /PRNewswire/ -- The Lands' End Pink Thread Project will once again prove that a little pink can do a lot of good. The company is raising awareness and funding for the Breast Cancer Research Foundation (BCRF) through the annual campaign, which was created to further support the organization's mission to be the end of breast cancer by advancing the world's most promising research.



"At Lands' End, we are proud to partner with and support the Breast Cancer Research Foundation through the annual Pink Thread Project," said Joe Boitano, Co-Interim Chief Executive Officer, Lands' End. "This impactful campaign proves that a little pink truly does a lot of good, and together with our customers we look forward to helping make a difference."

The Pink Thread Project is a simple, beautiful way to raise funds for breast cancer research by adding any monogram or embroidered icon using pink thread to Lands' End apparel, accessories or home goods ranging from totes and towels to cardigans and shirts. For every Pink Thread monogram or embroidery, Lands' End will donate \$4.50 of the \$6.00 fee to the Breast Cancer Research Foundation. Supporters can take part in the Pink Thread Project by ordering online at landsend.com from September 15, 2016 through October 31, 2016.

"Our goal is to accelerate the breakthroughs bringing us closer to a cure and to speed up the progress that will improve survivorship and quality of life for breast cancer patients today. But that research relies on us all—by uniting with the highest rated breast cancer organization in the country, Lands' End will undoubtedly propel research forward, faster. Together, we can be the end of breast cancer," said Myra J. Biblowit, President & CEO, Breast Cancer Research Foundation.

Additional Pink Thread Project Initiatives

The Pink Thread Project will also feature other initiatives to support the Breast Cancer Research Foundation now throughout the month of October, which include:

- 1 **Purchase Pink Styles** - From inspirational warm socks and lovely scarves to handy totes, purchase select pink Lands' End merchandise and 25 percent of the net purchase price (excluding sales/use tax and shipping and handling fees) from the sale will benefit BCRF.
- 1 **In Stores** - Lands' End will donate 10 percent of the retail purchase price of select pink women's apparel and accessories sold in Lands' End Shops at Sears to the BCRF during the campaign.
- 1 **New Styles Give Back** - In addition to core merchandise, select pink items from the Canvas by Lands' End collection have been chosen for the campaign, and the sales of these select items will contribute 15 percent of the net retail purchase price (excluding sales/use tax and shipping and handling fees) benefitting BCRF.
- 1 **Lands' End Outfitters** - Lands' End is even giving businesses and organizations a way to raise funds for BCRF. Lands' End Outfitters will feature a curated collection of 21 pink products that will be offered as part of the Pink Thread Project, with 5 percent of the net retail purchase price (excluding sales/use tax and shipping and handling

fees) benefitting BCRF.

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 Inlet® Stores. We are a trusted 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 BREAST CANCER RESEARCH FOUNDATION

The Breast Cancer Research Foundation (BCRF) is dedicated to being the end of breast cancer by advancing the world's most promising research. Founded by Evelyn H. Lauder in 1993, BCRF-funded investigators have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment and survivorship. This year, BCRF has awarded \$57 million in grants to support the work of more than 250 scientists at leading medical and academic institutions across 14 countries, making BCRF the largest private funder of breast cancer research worldwide. By committing 91 cents of every dollar directly to its mission, BCRF is one of the nation's most fiscally responsible nonprofits. BCRF is the only breast cancer organization in the US to hold both an "A+" from CharityWatch as well as the top four-star rating from Charity Navigator. Visit www.bcrfcure.org to learn more.

landsend.com/pinkthread
landsend.com/newsroom



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Video - http://origin-gps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/Lands_End_Pink_Thread.mp4

Photo - <http://photos.prnewswire.com/prnh/20160928/413125>

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