

LANDS'END

May 1, 2014

Lands' End Announces New Senior Vice President, Chief Marketing Officer

Steven Rado Brings More Than 20 Years of Top Tier Marketing & Retail Experience to Lands' End

DODGEVILLE, Wis., May 1, 2014 (GLOBE NEWSWIRE) -- Lands' End (Nasdaq:LE) today announced it has named Steven Rado as Senior Vice President, Chief Marketing Officer. Rado will lead all aspects of marketing for the brand, including the oversight of strategic development, direction, and implementation of all marketing activities. His leadership will guide a team of 50 professionals across marketing operations including consumer insights, forecasting and analytics, catalog, digital marketing, customer acquisition, e-commerce, public relations and advertising.

"I am confident that Steven's proven success in the marketing vertical will be a great asset to us," said Edgar Huber, CEO and president of Lands' End. "We look forward to adding a new member to the Lands' End Leadership Team who will bring a wealth of knowledge in marketing Lands' End to current and future consumers."

Rado comes to Lands' End as an experienced marketer with a strong background in retail and banking. Most recently, he was Senior Vice President of Marketing and Customer Strategy for Office Depot, and prior to that he was Vice President of Marketing for Victoria's Secret Direct. Both of these posts, plus his previous roles in the banking sector, have provided Rado with a strong understanding of consumer behavior and the marketing mix. Rado holds an MBA from The Ohio State University and received his J.D. degree from Case Western Reserve University School of Law.

"Steven's strong experience will be invaluable as we continue to focus on new customer acquisition, driving our digital transformation, increasing our brand presence and advancing our data analytics capabilities," said Huber.

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).

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