

LANDS' END

April 6, 2015

Lands' End Joins with the National Park Foundation to Support the 2015 White House Easter Egg Roll

LANDS' END PROVIDES IN-KIND DONATION OF 1,000 EASTER TOTES

WASHINGTON, April 6, 2015 /PRNewswire/ -- Lands' End announced today that it will contribute to the [National Park Foundation](#), the official charity of America's national parks, to support the 2015 White House Easter Egg Roll.



The White House Easter Egg Roll takes place in [President's Park](#) on the South Lawn of the White House. This year's theme, "#GimmeFive," encourages Americans across the country to share five things they are doing to eat better, be more active, and lead a healthier life, and supports the First Lady's [Let's Move!](#) initiative to help kids grow up healthy and have the opportunity to reach their full potential.

For the third year in a row, Lands' End, the global family lifestyle brand based in Wisconsin, is supporting the long-standing annual event, which takes place Monday, April 6, by providing 1,000 of its Easter Totes. The official White House Easter Egg Roll Easter Totes, awarded as Egg Hunt prizes, feature fun, kid-friendly designs and the White House 2015 Egg Roll seal. A Lands' End customer favorite, the basket-shaped Easter Tote is made of kid-friendly, durable canvas with plenty of room for goodies.

"We are honored to be a part of this historic tradition that celebrates families and encourages strong values and healthy living," said Federica Marchionni, CEO of Lands' End. "We look forward to providing our exclusive Easter Basket Tote for the third year in a row and supporting a cause that we strongly stand behind as a company."

Find more information about the National Park Foundation at www.nationalparks.org. Join the national park community by visiting www.facebook.com/nationalpark and www.twitter.com/goparks.

ABOUT LANDS' END

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of casual clothing, accessories, footwear and home products. We offer products through catalogs, online at www.landsend.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 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.

ABOUT THE NATIONAL PARK FOUNDATION

The National Park Foundation is the official charity of America's national parks and nonprofit partner to the National Park Service. Chartered by Congress in 1967, the National Park Foundation raises private funds to help PROTECT more than 84 million acres of national parks through critical conservation and preservation efforts, CONNECT all Americans with their incomparable natural landscapes, vibrant culture and rich history, and INSPIRE the next generation of park stewards. Find out more and become a part of the national park community at www.nationalparks.org.

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