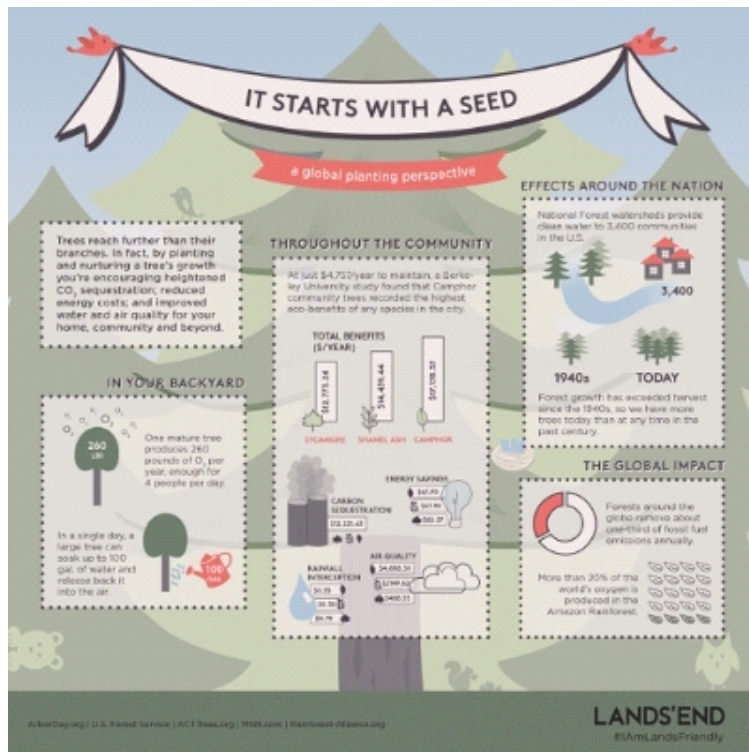


Lands' End Grows Its "Lands' Friendly" Sustainability Initiatives For Earth Day 2016

Company launches "Take the Pledge to Plant" a tree and a new, post-consumer clothing recycling program for Business Outfitters customers

DODGEVILLE, Wis., April 21, 2016 /PRNewswire/ -- [Sustainability](#) partnerships, ENERGY STAR certified buildings, a comprehensive recycling program, Earth-friendly vendor policies - [Lands' End](#) has been building upon the environmental stewardship of the company's founder Gary Comer. Federica Marchionni, Lands' End CEO, launched the "Lands' Friendly" mission and is dedicated to growing the Company's efforts by encouraging customers to "Take the Pledge to Plant" on Earth Day and introduces a new, post-consumer clothing recycling program starting with [Business Outfitters](#) customers.



"We constantly strive to create a better environment for future generations, while honoring our core values of quality, value and great customer service," said Federica Marchionni, CEO of Lands' End. "We've combined our sustainability efforts and corporate social responsibility to create something more meaningful - our 'Lands' Friendly' initiative - that elevates our work to lead with purpose."

You Plant, We Plant: "Take the Pledge to Plant"

On Earth Day, Lands' End is encouraging its customers to "Take the Pledge to Plant." The company will give a free, tree "grow kit" with every purchase on Friday, April 22, to its direct and retail customers while supplies last. For every tree that customers plant and register at ForestNation.com/LandsEnd, the company will plant a tree in a developing nation through ForestNation.

"Take the Pledge to Plant" furthers Lands' End's efforts to plant trees. In 2012, Lands' End began a partnership with the [National Forest Foundation](#) (NFF) - the official nonprofit partner of the U.S. Forest Service. Since then, Lands' End has been part of large-scale plantings in U.S. forests resulting in the planting of 1,087,122 trees to date with plans for 100,000 more with the NFF in 2016.

"We are proud of our long-term partnership with Lands' End and admire their 'Lands' Friendly' approach to corporate sustainability. Together we are addressing reforestation needs on America's treasured national forests to enhance the many benefits they provide," said Bill Possiel, President of the National Forest Foundation.

Working Toward Zero Landfill

Most Americans probably don't know that they're driving around with others' t-shirts in their cars - as automotive shoddy that is. Shoddy, the material used as noise insulation in automobiles, is made from post-consumer, recycled fibers. Lands' End has launched a new, post-consumer clothing recycling effort through a partnership with [Martex Fiber](#) for clothing that cannot be sold or donated, starting with Lands' End Business Outfitters customers. The post-consumer clothing is bundled at Lands' End and sent to Martex Fiber for processing into high-quality automotive shoddy.

"Martex Fiber has a '**No Fiber Left Behind**' Zero Landfill Pledge, which means that all the textile waste **or obsolete apparel** we obtain will be recycled," said Steve Lister, **CEO** of Martex Fiber. "With our waste services division, companies can realize operational efficiencies while knowing that they're working toward minimizing their impact on the environment. There aren't many in the retail business undertaking such an effort as Lands' End. We applaud their initiative and commitment."

"We create high quality clothing that will last. Now, we're extending the life of many items even beyond their consumer use," said Marchionni. "We have been searching for a responsible way to handle clothing that we just can't sell or donate. Finding Martex Fiber and utilizing their expertise has been instrumental in helping Lands' End continue to chart the course towards sustainability."

#IAmLandsFriendly

In the company's continued efforts to celebrate, educate and inspire everyone to be a friend to the planet on Earth Day and every day, Lands' End will promote its sustainability engagement on social media with the hashtag #IAmLandsFriendly. Through the company's Facebook, Twitter and Instagram platforms, Lands' End will share sustainability facts and encourage fans to discuss how they celebrate Earth Day. For more information about Lands' End sustainability initiatives, please visit landsend.com/sustainability.

ABOUT FORESTNATION

ForestNation is a "Social Business"; it's their business to create a positive impact on society and the environment. ForestNation wants to encourage people everywhere to grow their own tree with their tree growing kits. For each ForestNation tree kit you buy they also plant another tree in a developing country. You plant one we plant one.

ABOUT NATIONAL FOREST FOUNDATION

The National Forest Foundation promotes the enhancement and public enjoyment of the 193-million-acre National Forest System. By directly engaging Americans and leveraging private and public funding, the NFF improves forest health and Americans' outdoor experiences. The NFF's programs inform millions of Americans about the importance of these treasured landscapes. Each year, the NFF restores fish and wildlife habitat, plants trees in areas affected by fires, insects and disease, improves recreational opportunities, and enables communities to steward their National Forests and Grasslands. Learn more at www.nationalforests.org.

ABOUT MARTEX FIBER

Martex Fiber is a leading recycler of pre- and post-consumer textile waste and a producer of environmentally-friendly products. Martex Fiber offers textile waste collection services, rag sales, conversion into machined fiber, and recycled yarn products.

ABOUT LANDS' END

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 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/Social: www.LandsEnd.com; www.LandsEnd.com/newsroom/;
www.LandsEnd.com/sustainability/; #IAmLandsFriendly

LANDS' END

Photo - <http://photos.prnewswire.com/prnh/20160420/358062-INFO>

Logo - <http://photos.prnewswire.com/prnh/20151028/281414LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/lands-end-grows-its-lands-friendly-sustainability-initiatives-for-earth-day-2016-300255069.html>

SOURCE Lands' End, Inc.

News Provided by Acquire Media