

LANDS'END

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Lands' End School Uniforms launches Make-It! 3D Printer Contest

All Students 13+ Could Win State-of-the-Art 3D Printer for their School

DODGEVILLE, Wis., Nov. 6, 2014 /PRNewswire/ -- From art sculptures and architectural renderings to medical models and musical instruments, 3D printers make concepts a reality and are becoming an important part of innovation and creativity within our schools. That's why Lands' End School Uniforms is hosting its Make-It! 3D Printer Contest, Dream. Share. Win. Lands' End is now accepting video submissions for the contest at www.landsend.com/3dprinter through December 8, 2014.



"At Lands' End School Uniforms we understand the importance of fostering creativity. Our School Uniforms Team is focused on continuous improvement and innovation within our School apparel line. What better way to foster that same level of innovation than allowing kids to dream through a contest like this," said Joe Ferreri, senior vice president of Lands' End School Uniforms. "We hope this contest sparks new ideas and fuels ingenuity and creativity within students. Maybe we'll even find the next generation of Lands' End apparel designers."

Students ages 13 and older are asked to log in to the contest registration page and submit a 60-second video that answers the question "If you could make anything you wanted with a 3D printer, what would you make and why?" through their personal YouTube Channel.

The video submissions will be judged based on creativity, whether the intended "idea or concept" is useful or purposeful, strength of message and humor. Grand prize is an Afinia H-Series 3D printer awarded to the winning entrant's school, and the student receives a \$200 Lands' End Gift Card and a tote packed with great gifts from Lands' End. Second prize is a \$400 donation awarded to the entrant's school and the student receives a \$100 Lands' End Gift Card and a gift-filled tote. Third prize is a \$200 donation awarded to the entrant's school and the student receives a \$100 Lands' End Gift Card and a gift-filled tote. Winners will be notified on December 15.

About Lands' End School Uniforms

Lands' End offers uniforms and school-appropriate clothing in sizes for children, young adults and adults that are designed to meet dress-code requirements. Lands' End School Uniforms include phys-ed wear such as tees, shorts, sweatshirts and sweatpants, plus spiritwear that can be personalized with logos. Lands' End School Uniforms apparel is available year-round in sizes including slim, plus, husky, junior, young men and tall. Lands' End School Uniforms products offer the same quality, value and guarantee for which Lands' End is legendary. To help schools, the Lands' End School Rewards program gives participating schools up to three percent cash back on the net sales of school uniforms. Lands' End School Uniforms are available online at www.landsend.com/school and via the Lands' End School Uniforms catalog. To request a catalog or order by phone, call 1-800-469-2222.

About Lands' End, Inc.

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.

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