

LANDS'END

September 1, 2016

Lands' End Partners with the Prostate Cancer Foundation in Observing Prostate Cancer Awareness Month

Lands' End Donates Portion of Product Proceeds to Support Prostate Cancer Awareness

DODGEVILLE, Wis., Sept. 1, 2016 /PRNewswire/ -- Lands' End announced today a partnership with the Prostate Cancer Foundation (PCF) as part of a fundraising initiative to support Prostate Cancer Awareness Month. Through the month of September and until October 15, Lands' End will donate 10 percent of net proceeds from the purchase of select items to PCF to help fund research and help educate men and their families about the risks of this common cancer as well as promote early detection.

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"I believe in leading with purpose and keeping with the core values Lands' End was founded upon—which is why we are honored to partner with the Prostate Cancer Foundation to bring awareness and empowerment to those affected," said Federica Marchionni, CEO, Lands' End. "Within our Lands' End Meaningful Initiatives, we support the impactful work that PCF is providing and we hope to make a meaningful difference in the lives of those at risk, battling, or surviving prostate cancer."

From September 1, 2016 through October 15, 2016, Lands' End will donate 10 percent of the net retail purchase price of select men's and women's products to PCF with a minimum donation of \$15,000. The products that are part of the fundraising effort include Lands' End men's Oxford shirts, dress pants, polos and more.

"Our 'Step Up' campaign this September focuses on the ways men can empower their families to stay healthy," said Jonathan W. Simons, MD, president and CEO, Prostate Cancer Foundation. "The great corporations in the world have a strong sense of social responsibility for a greater good. Lands' End is such a company, and we are proud that this corporation shares our commitment to saving lives."

The organization's research community is devoted to making a difference for every man, every single day. For more information about the products included in the fundraising initiative, please visit www.landsend.com/bluethread. For more information about prostate cancer, including news and the latest treatment information, please visit the Prostate Cancer Foundation's website at www.pcf.org.

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.

www.landsend.com/bluethread

www.landsend.com/newsroom

ABOUT THE PROSTATE CANCER FOUNDATION

The [Prostate Cancer Foundation](http://www.pcf.org) (PCF) is the world's leading philanthropic organization funding and accelerating prostate cancer research. Founded in 1993, PCF has raised more than \$660 million and provided funding to more than 2,000 research programs at more than 200 cancer centers and universities. The PCF global research enterprise now extends to 19 countries. PCF advocates for greater awareness of prostate cancer and more efficient investment of governmental research funds for transformational cancer research. Its efforts have helped produce a 20-fold increase in government funding for prostate cancer.

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