

LANDS'END

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Lands' End Funds Project To Restore Boston Light Boathouse

The company's third rehabilitation project will honor country's first and oldest lighthouse

DODGEVILLE, Wis., July 27, 2016 /PRNewswire/ -- Yesterday Lands' End announced supportive funding administered by the United States Lighthouse Society, in partnership with nonprofit Boston Harbor Now, the National Park Service and the United States Coast Guard, to address the condition and needed repairs of the Boston Light Boathouse. Celebrating the 300th anniversary of Boston Light this year, the Boathouse, located on Little Brewster Island, will receive funding to repair the outdated foundation to allow for the building to be reopened as a visitor center for the public. This project is part of an ongoing partnership between Lands' End and the United States Lighthouse Society.



"We are honored to once again work alongside the United States Lighthouse Society in support of the rehabilitation of a vital structure to our nation's first lighthouse, a treasured beacon that has been beloved by the Boston community for 300 years," said Federica Marchionni, CEO, Lands' End. "This meaningful project is very important to Lands' End, since our first company logo over 50 years ago was a lighthouse symbol that signifies our longstanding commitment to quality, value and service that we still believe in firmly today and will for decades to come."

The selection of the Boston Light is in line with Lands' End's Lands' Friendly campaign, a mission to continually strive to be a leader in sustainability through partnerships and projects designed to support and protect the environment. Lands' End is also providing support through the sale of a limited edition canvas tote bag with the Boston Light lighthouse logo on it at local Lands' End Shops at Sears for \$35. For each tote purchased the company will donate \$10. Participating Massachusetts locations include Hanover, Peabody, Braintree, Hyannis, North Dartmouth, Burlington and Natick.

"Boston Light is an excellent choice for this year's rehabilitation project," said Jeff Gales, Executive Director, United States Lighthouse Society. "It is the oldest operating light station dating back 300 years. It's important to ensure the quality of the historic Boathouse so that it can eventually be reopened to the public and the Boston Light Station overall will remain a beautiful historical landmark."

The Boston Light is a focal point in United States history and its home city of Boston. As the first lighthouse in the country, the Boston Light lived through two world wars, three turns of the century and the evolution of lighthouses by modern day technology. Though all of that has contributed to the history, it has not lost its heritage. The Boston Light is the only

lighthouse that is kept by a lighthouse keeper today. By preserving the historical structure, the history and heritage of the Boston Light will continue for generations to come.

"This rich historical landmark has a story to tell and we are happy to see that it will continue to do so with the help of Lands' End," said Kathy Abbott, President and CEO, Boston Harbor Now. "We hope that with these renovations, the Boston Light will continue to be a staple in the rich history of the city of Boston."

This year's project is continued through the partnership between Lands' End and United States Lighthouse Society, with support from Boston Harbor Now, United States Coast Guard and National Park Services. In 2015, the rehabilitation of the Alcatraz Lighthouse was the first of this project.

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 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 U.S. LIGHTHOUSE SOCIETY

The U.S. Lighthouse Society is a national nonprofit corporation that started the lighthouse preservation movement in America 30 years ago. Education is at the forefront of Society operations, and to that end it produces a highly respected lighthouse periodical and operates educational excursions around the world. The Society is considered the hub of communication for everything lighthouse, and has been the proud recipient of numerous preservation awards including a special commendation from The White House. To date, the U.S. Lighthouse Society is made up of many thousands of members and has raised and donated over \$1 million to lighthouse preservation projects nationwide. The Society serves as an important voice and a beacon of hope for those who are passionate about these national maritime treasures, and is dedicated to the continued preservation of lighthouses for future generations. uslhs.org

ABOUT BOSTON HARBOR NOW

In April of 2016, Boston Harbor Now launched as a new non-profit civic organization with a bold mission: to ensure a vibrant and sustainable future for Boston's harbor, waterfront and islands. Boston Harbor Now works with public and private partners to expand access to open space and recreational, educational and cultural opportunities harbor-wide, to plan for and build an integrated and expanded water transportation system, and to foster economic development and growth that is resilient to sea-level rise and the effects of climate change. Boston Harbor Now plays a unique role as the non-profit partner of the Boston Harbor Islands National and State Park raising funds to help the National Park Service, Massachusetts Department of Conservation and Recreation, the City of Boston and hundreds of youth and community organizations to build visitor amenities and recreational infrastructure like campsites and trail networks, to provide interpretive, educational and cultural programs and volunteer opportunities, and to provide free access for children and families from low-income communities.

URL: <http://www.landsend.com/>

LANDS' END

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