

LANDS'END

December 2, 2015

Lands' End Announces Lighthouse By Lands' End(TM)

New Label and Concept Builds Upon Company Heritage

DODGEVILLE, Wis., Dec. 02, 2015 (GLOBE NEWSWIRE) -- Lands' End announces the launch of the new *Lighthouse by Lands' End* label, a new retail concept designed to enhance the customer experience within the current Lands' End Shops at Sears. The first concept store featuring the *Lighthouse by Lands' End* label and presentation has recently launched at the Willow Grove Park Mall in Willow Grove, Pennsylvania, on November 27, 2015. Starting in February 2016, the concept will be introduced in an additional eight Sears locations.

A photo accompanying this release is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/6714c238-7b44-49ee-a449-8ad5cee7aa04>

The merchandise presentation will feature a distinctive Lighthouse logo and messaging drawing upon the company's heritage. *Lighthouse by Lands' End* will deliver the same great merchandise quality and unparalleled value that loyal Lands' End customers know and love with a unique approach to the company's iconic American style.

 LIGHTHOUSE Logo

"*Lighthouse by Lands' End* is a beautiful new approach to present a segment of the brand. Under the new label, we are compelled to honor our proud heritage. The lighthouse is the beacon that points to where we're going, a bright future that keeps us striving to consistently give our customers new experiences and updated products from a trusted brand," said Federica Marchionni, CEO, Lands' End. "As we develop the *Lighthouse by Lands' End* collection for next year, we will focus on classic, casual styles that, like the lighthouse itself, will stand true to our heritage."

The *Lighthouse by Lands' End* retail location at Willow Grove Park Mall will have its own mall entrance located on the second floor of the Sears store, featuring 9,000 square feet of selling space.

Historically, Lands' End has supported the restoration of American lighthouses. Most recently, Lands' End announced the funding of a Historic Structures Report administered by the U.S. Lighthouse Society, the first step in saving the storied Alcatraz Island Lighthouse in partnership with the National Park Service and the U.S. Coast Guard. For more information on the partnership, please see <http://www.landsend.com/sustainability/alcatraz/>.

"Leveraging the DNA of our brand, Lands' End is excited to partner with the U.S. Lighthouse Society in ongoing efforts to raise awareness and help preserve America's historic lighthouses," said Ms. Marchionni. "Since the company was founded in 1963, the lighthouse has been a treasured symbol of our brand's heritage. While our company has evolved over the past 50 years, our love of lighthouses and our rich nautical history has stayed the course."

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 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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The photo is also available via AP PhotoExpress.

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 Primary Logo

Source: Lands' End, Inc.

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