

LANDS'END

May 5, 2017

Lands' End Offers a Chance to Win a Trip with Mom to Hilton Head Island

#DearMom Sweepstakes Gives the Opportunity to Make Memories with Mom

DODGEVILLE, Wis., May 5, 2017 /PRNewswire/ -- Lands' End is offering one lucky winner the chance to win a trip with Mom through the #DearMom sweepstakes. From now through May 10, 2017, everyone can enter daily for a chance to win a four-day trip for two to one of America's favorite destinations, Hilton Head Island. Vacation seekers can enter daily by filling out the form at landsend.com/dearmom.

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Try watching this video on www.youtube.com, or enable JavaScript if it is disabled in your browser.



"Through the #DearMom campaign, we hope to encourage everyone to make memories and celebrate all of the women who are important in our lives - the amazing mothers, grandmothers, sisters, aunts and friends," said Becky Gebhardt, EVP, Chief Marketing Officer, Lands' End. "There's no better way to make memories than with an amazing vacation. Lands' End created the #DearMom sweepstakes, giving everyone the chance to win a trip to spend some quality time with Mom in a beautiful destination."

The "Mom and me" trip includes a stay at the Westin Hilton Head Island Resort & Spa, luxurious spa treatments at the Westin Heavenly Spa, and three days of private poolside cabana access. To learn more about this amazing vacation see https://youtu.be/FEVI_NA7KvM.

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 and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears® and standalone Lands' End 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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