

Lands' End Promotes Becky Gebhardt to Executive Vice President and Chief Marketing Officer & Announces Additional Leadership Roles

DODGEVILLE, Wis., June 21, 2016 /PRNewswire/ -- Today, Lands' End (NASDAQ: LE) announced the appointment of several new leadership roles across the company, led with the promotion of Becky Gebhardt to Executive Vice President and Chief Marketing Officer for Lands' End. In this new role, Gebhardt will lead all aspects of creative and marketing for the global lifestyle brand. Previously, Gebhardt served as Senior Vice President and Chief Creative Officer since May 2014 and has been with the company in different stages since 1991.



"As I look at all of the opportunities to grow Lands' End as a global brand, the role of CMO is crucial to our success as we continue to connect with our long-term, loyal customers, and introduce the brand to new customers in innovative and meaningful ways," said Federica Marchionni, CEO, Lands' End. "Becky's extensive knowledge of Lands' End, her proven track record as a business leader for directing brand and creative efforts for multi-channel businesses, along with her 20 plus years of industry expertise focused on consumer brands and customer experiences makes her the ideal candidate, and we are excited to have her at the helm leading this critical function."

Gebhardt will oversee the marketing and creative teams, ensuring the development of integrated customer strategies and campaigns, including brand advertising, catalog, e-commerce and digital brand marketing, social media and retail marketing. She will continue to focus on elevating and expanding the customer experience through editorial content, brand voice, photography and innovative 360 degree marketing campaigns and will also lead all efforts with our customer retention, engagement, analytics and new customer acquisition initiatives for all of the Lands' End businesses.

"I am also pleased to announce that Mike Zhang recently joined Lands' End as Vice President, E-Commerce, Digital Marketing and Innovation, and he will work closely with Mike Holahan, promoted to Senior Vice President, Multi-Channel Marketing," said Marchionni.

Mike Zhang will lead the continued elevation of the brand's digital transformation, driving consumer purchasing behavior and expand the customer's experience across all digital channels. Zhang brings over 15 years of proven success in driving customer acquisition, performance marketing and end-to-end strategic marketing plans.

Mike Holahan, an accomplished marketing leader who has been with Lands' End since 2008, has over 20 years of expertise in marketing, insights and data analytics and will play an influential role overseeing our catalog marketing efforts, business

analytics and consumer insights, as well as further defining the promotional cadence and marketing strategies to drive profitability for Lands' End.

"Both positions will report directly to Becky Gebhardt, as we continue to focus on strategically building a stronger analytics team to elevate the customer experience, while creating and communicating enticing brand messages and personalized content, both in our catalog and across all digital channels," said Marchionni.

"Thanks to a strong business acumen and effective leadership, we will be expanding the role of Angie Rieger, our Senior Vice President, of Inventory Management and Planning, to help drive the US Direct business," said Marchionni. "Angie will identify and address the financial impact of business decisions and strategic initiatives and will assume an influential leadership role with critical, cross-functional partners, including marketing and finance."

Angie Rieger, a strategic leader with nearly 25 years of skilled expertise in inventory management and planning, possesses tenured experience with a keen focus on the multi-channel structure of Lands' End. Rieger will report directly to Jim Gooch, CFO/COO, Lands' End.

About Lands' End

Lands' End® is a classic American lifestyle brand with a passion for quality, legendary service, real value and a simple two-word promise to stand behind everything it sells: Guaranteed. Period.® Lands' End delivers timeless style for Men, Women, Kids and the Home at landsend.com, canvasbylandsend.com, 1-800-800-5800, Lands' End Retail and around the world. Lands' End is publicly traded and listed on NASDAQ under the trading symbol (LE).

URLs: www.landsend.com/newsroom

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