LANDS'END

July 9, 2014

Lands' End, Inc. Taps Secret Sauce Partners for Its Online Fit Predictor Service

Fit Predictor Service Makes it Easier for Women to Get a Great Fit at Landsend.com

DODGEVILLE, Wis., July 9, 2014 (GLOBE NEWSWIRE) -- A great-fitting outfit can make the difference between feeling fabulous or feeling frumpy. In order to improve the online shopping experience, Lands' End, Inc. (Nasdaq:LE) today announced it is working with San Francisco-based Secret Sauce Partners for its Fit Predictor service.

A photo accompanying this release is available at http://www.globenewswire.com/newsroom/prs/?pkgid=26382

Fit Predictor proactively finds a customer's best fit in seconds using existing data, without the need for physical measurements. For new customers without a Landsend.com shopping history, the service can predict the best fit based on the customer's sizing with other brands. The service is currently being utilized with Lands' End dresses, skirts, pants and jeans, as well as knit and woven tops among select customers.

"We're constantly seeking new and innovative ways to improve our customer service - from offering the right merchandise and style to the best fit. Anything that can provide added ease and convenience to our customers' shopping experience is worth exploring," said Edgar Huber, chief executive officer and president of Lands' End. "Plus, finding the perfect fit provides greater confidence in the online shopping process and it improves efficiency for the customer and Lands' End."

Fit Predictor is already employed in ten global markets including the United States and supports more than 3,000 brands and 40 million unique users per month. The technology had been proven to increase conversion and reduce returns.

"Using existing data from retailers, we've created a service that helps customers find the right fit, reduces barriers to online shopping and decreases returns. It works in seconds without the need for customers to enter any data," said Zoli Piroska, founder and CEO, Secret Sauce Partners. "Fit Predictor's new data-driven approach to fit, including a private, non-invasive user experience that doesn't use any measurements from people or products, sets it apart and is the reason it has been adopted by tens of millions of consumers. In the end, it's a service that benefits customers as much as it benefits retailers."

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, 1-800-800-5800, Lands' End Shops at Sears, Lands' End Inlets and around the world. Lands' End is publicly traded and listed on NASDAQ under the trading symbol (LE).

About Secret Sauce Partners

Secret Sauce Partners, Inc. is a San Francisco-based start-up and leading fit solution provider to the global apparel retail industry, including some of the United States largest retailers. Fit Predictor finds a shopper's best fit in seconds using data retailers already have. Fit Predictor's private, non-invasive user experience has gained the trust of over 40 million unique monthly users.

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| | www.secretsaucepartners.com |

Lands' End launches Fit Predictor to help customers find the best fit.