

LANDS'END

November 4, 2013

Lands' End Standardizes Free Shipping in Time for Holiday Shopping

Lands' End Adds Free Shipping on Purchases over \$50 to Its Long List of Unbelievable Customer Offerings

DODGEVILLE, WIS. (October 8, 2013) - Lands' End today announced it will be offering free shipping to all customers on purchases over \$50 as part of its standard customer offerings. U.S. customers will also have the option to upgrade to 2-day UPS shipping for only \$5, a competitive offering in the marketplace.

'At Lands' End we are very in tune with our customers and are always listening to their wants, needs and frustrations,' said Edgar Huber CEO and President of Lands' End. 'Based on our research, we learned that the cost of shipping is very important to our customers and decided to make the necessary changes to ensure we are providing our customers with the exceptional customer service they have come to expect.'

Previously, Lands' End only offered free shipping on purchases over \$50 as part of yearly promotions, and customers were required to enter a code in order to redeem the discount. Not only will customers now save money on shipping, but the site has also been updated to simplify the checkout experience. Customers will no longer have to enter a promotion code, and shipping preferences can be easily selected. Additionally, the \$5 upgrade to 2-day shipping provides expedited shipping to customers at an unbelievable value.

Today also marks the beginning of Lands' End's annual Friends and Family sale, offering 30% off site-wide through November 12.

'Customer service is engrained in our company culture, and we are proud to add another service to our portfolio of customer offerings,' said Huber.

Lands' End customer care specialists are available 24 hours a day, 364 days a year and are all based in Wisconsin. Lands' End also makes in-person returns easy by allowing customers to return online purchases and gifts free of charge at any Sears store nationwide or by simply using the Easy Return shipping label in the packaging for a low, flat fee.

This holiday season especially, Lands' End customers are able to check off their shopping list with ease. Customers in the continental U.S. can order by Thursday, December 19 for delivery of in-stock items at standard shipping and handling by Christmas. Procrastinators can order in-stock items by Sunday, December 22 and have them delivered in time for Christmas for a \$15 upgrade charge. Additionally, monogrammed items only add an additional 2-3 days to the delivery time and start at just \$6, and all pants are hemmed free of charge to a customer's desired length. In-stock monogrammed or hemmed items will make tree time when ordered by Wednesday, December 18 with standard shipping.

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, the Lands' End Shops at Sears and around the world. Lands' End is a proud member of the Sears Holdings Corporation (NASDAQ: SHLD).

Contact:

Michele Casper

Lands' End

608-935-4633

michele.casper@landsend.com

@LEprMichele