

LANDS'END

August 24, 2017

Lands' End Partners With Freedom Service Dogs Of America To Celebrate National Dog Day With Donation Campaign

August 26th Campaign to Feature Special Offers in the Lands' End Dog Shop and Social Media Campaign to Support Freedom Service Dogs of America

DODGEVILLE, Wis., Aug. 24, 2017 /PRNewswire/ -- National Dog Day honors family dogs and dogs that work selflessly to save lives, keep us safe and bring comfort. To celebrate this national holiday, Lands' End is announcing its partnership with Freedom Service Dogs of America, a national organization dedicated to unleashing the potential of shelter dogs by transforming them into custom-trained, life-changing assistance dogs for people in need.



"We are thrilled to partner with Freedom Service Dogs of America to raise donations to not only help dogs find forever homes, but to have these dogs assist in programs for humane education, disability awareness, character development for at-risk youth, and rehabilitation therapy," said Becky Gebhardt, executive vice president and chief marketing officer, Lands' End. "At Lands' End, we know that our customers love dogs just as much as we do. We're excited to be able celebrate National Dog Day with our customers, as a way to honor the dogs in each of our lives, all while supporting a great organization."

The celebration on August 26 will be filled with special offers on dog merchandise and a social media donation campaign to support Freedom Service Dogs.

"We are honored that Lands' End has chosen us as the beneficiary of their National Dog Day celebration," said Michele Ostrander, president and chief executive officer, Freedom Service Dogs of America. "Their support — and that of their loyal customers — will allow us to continue giving the gift of highly-trained service dogs to individuals on our waiting list at no charge."

More about Lands' End's National Dog Day celebration:

- 1 **Extraordinary Offers** - To celebrate National Dog Day, Lands' End is announcing EXTRAORDINARY [Dog Shop offers](#). On August 26, all regular priced dog merchandise will be 40% off. To make sure every dog has the chance to be celebrated in style, the company is also offering FREE monogramming on all pet items. The offer will be valid with promotional code PUPPY and pin 7262 when ordering.
- 1 **National Dog Day Social Media Campaign - August 26, 2017** - Proudly supporting Freedom Service Dogs, Lands' End is also donating one dollar for every picture posted across Facebook, Twitter and Instagram using the hashtag #NationalDogDay and #LandsEndPets on August 26, 2017 with a maximum donation of \$10,000.

For more information on the National Dog Day campaign, visit www.landsend.com on August 26, 2017.

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

ABOUT FREEDOM SERVICE DOGS OF AMERICA

Freedom Service Dogs of America is a Denver-based nonprofit organization that unleashes the potential of shelter dogs by transforming them into custom-trained, life-changing assistance dogs for people in need. Clients include children, veterans and active duty military, and other adults. Their disabilities include autism, traumatic brain injury, cerebral palsy, spinal cord injuries, muscular dystrophy, multiple sclerosis, and post-traumatic stress disorder (PTSD). Since being founded in 1987, Freedom Service Dogs has paired hundreds of client-dog teams at no cost to the client. For more information, visit freedom servicedogs.org.

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