

LANDS'END

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The Weather Channel Unveils Lands' End as Official Outfitter

Two-Year Partnership Will Integrate the American Family Lifestyle Brand into Live Forecasting and News Coverage

ATLANTA, Nov. 7, 2017 /PRNewswire/ -- The Weather Channel television network and Lands' End today announced a two-year partnership that will integrate the well-known apparel brand into The Weather Channel's live in-the-field coverage by outfitting the trusted network's on-camera meteorologists in Lands' End outerwear and apparel.



The two iconic American brands cemented this partnership by forecasting today's weather live from Dodgeville, Wisconsin. Starting today, The Weather Channel's on-air meteorologists will be outfitted in Lands' End apparel as they report everyday weather storytelling and severe weather coverage nationwide.

The Weather Channel and Lands' End are two nationally trusted companies that share similar values and have loyal, engaged audiences. Combined, they share over 80 years of experience putting their viewers and customers' needs first to deliver the right information to the right person at the right time - ultimately helping their customers make an informed decision that they know and trust will perform to meet high standards.

"We greatly admire The Weather Channel and respect their unwavering dedication to their millions of viewers as a trusted source for all weather conditions - especially in times of extreme severe weather," said Jerome Griffith, Chief Executive Officer, Lands' End. "At Lands' End we are passionate about developing high quality merchandise that our customers love, depend upon and trust. For over 50 years we have been designing clothing that embodies the values they live by and we are continually inspired to make our products better whenever possible."

As part of this partnership, meteorologists will regularly share insights on product functionality in the field with Lands' End, assisting the brand in enhancing its mission to continually improve and innovate their outerwear and apparel so that it performs under even the worst weather circumstances.

"We're thrilled to have Lands' End as the official outfitter of The Weather Channel television network," said Dave Shull, Chief Executive Officer, Weather Group. "This partnership is a natural fit for our two companies. The Weather Channel and Lands' End are both iconic American brands that remain authentic to their roots while innovating for today and the future."

Lands' End is providing outerwear and accessories for severe weather conditions, as well as everyday apparel for calmer weather, such as polo shirts and chino pants. For the first time, The Weather Channel's on-camera meteorologists will have a coordinated 'uniform' for non-severe weather reporting.

For more information please visit: <http://landsend.com/theweatherchannel>.

About The Weather Channel

For more than 35 years, The Weather Channel has been the leader in severe weather coverage, providing the most comprehensive analysis of any media outlet and serving as the nation's only 24-hour source of national storm coverage. For seven years in a row, Harris Poll has ranked The Weather Channel as the "TV News Brand of the Year." With trusted meteorologists who analyze, forecast and report the weather - its expertise is unrivaled. Engaging with fans and delivering content to feed their fascination with all things weather is paramount to the network's mission. With the recently launched community platform, weloveweather.tv, the network created a two-way dialogue with fans, establishing an ongoing relationship with those that have a passion for weather. For more information visit weathergroup.com.

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 trusted 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.

<http://weathergroup.com/newsroom>
<http://landsend.com/newsroom>



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