

# LANDS'END

January 28, 2016

## **Lands' End Names James Gooch EVP, Chief Operating Officer and Chief Financial Officer**

DODGEVILLE, Wis., Jan. 28, 2016 (GLOBE NEWSWIRE) -- Lands' End, Inc. (Nasdaq:LE) today announced that its Board of Directors has named James (Jim) Gooch EVP, Chief Operating Officer and Chief Financial Officer. Mr. Gooch will report directly to Federica Marchionni, Chief Executive Officer, and will be responsible for overseeing operational and financial functions for the Company. He will succeed Michael Rosera, who will be leaving the Company.

Ms. Marchionni said: "I am pleased to welcome Jim to the Lands' End executive team. I am confident that his operational expertise in the areas of information technology, logistics, supply chain, and retail operations, in addition to his financial disciplines, will prove to be highly valuable to our organization. I look forward to leveraging his knowledge and breadth of experience as we execute our strategic growth plans for Lands' End. We want to thank Mike for his numerous contributions to Lands' End over the years and wish him the best in his future endeavors."

Josephine Linden, Chairman of the Board of Lands' End, said: "We are delighted that Jim has agreed to join Lands' End as COO and CFO. Jim brings more than 20 years of operational and financial experience to the organization. Moreover, his values align well with Lands' End's core principles of quality, value and service."

Mr. Gooch said: "I am very pleased to be joining the team. I have long admired Lands' End as an authentic American brand and I am excited to work with the executive team to drive long term shareholder value for the Company."

Mr. Gooch brings extensive leadership experience in operational and financial management. He most recently served as the Co-Chief Executive Officer and Chief Administrative Officer of Demoulas Supermarkets until December 2014. Prior to that, Mr. Gooch was an independent consultant, advising a number of apparel and retail companies on operational and financial management. Mr. Gooch previously served as the President and Chief Executive Officer, and prior to that Chief Financial Officer, of RadioShack Corporation from 2006 to 2012. During his tenure as CEO, he successfully negotiated and launched Verizon Wireless in all stores nationwide and expanded the business into international markets. Mr. Gooch is currently a member of the board of directors of Sears Hometown and Outlet stores, and has served as the chair of the board's audit and compensation committees.

Mr. Gooch became an employee of Lands' End as of January 27, 2016 and will assume the role of Chief Operating Officer and Chief Financial Officer at Lands' End on January 30, 2016.

### **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](http://www.landsend.com) and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears® and standalone Lands' End Inlet® Stores. We are a classic 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.

#### Contact:

Investors:

ICR, Inc.

Jean Fontana

Managing Director

(646) 277-1214

[jean.fontana@icrinc.com](mailto:jean.fontana@icrinc.com)

#### Media:

Lands' End, Inc.

Michele Casper

Director of Public Relations

(608) 935-4633

[Michele.Casper@landsend.com](mailto:Michele.Casper@landsend.com)