

Lands' End Celebrates Earth Day By Planting Trees

Company Continues More Than 50 Years of Commitment to Sustainability

DODGEVILLE, Wis., April 20, 2017 /PRNewswire/ -- As part of Lands' End's sustainability commitment spanning more than 50 years, the company is continuing to educate and engage employees and consumers in sustainable practices this Earth Day. Lands' End is kicking off the #PlantATreeLE campaign, a tree planting initiative that will involve Lands' End employees and a social movement instructing and encouraging consumers to plant trees across the country.



"For more than 50 years, Lands' End and the company's employees have been dedicated to sustainable practices. It all started with our company's founder, Gary Comer, who was an active environmentalist and encouraged Lands' End employees to be good stewards of the Earth," said Becky Gebhardt, EVP, Chief Marketing Officer, Lands' End. "Through that commitment, we have had an ongoing partnership with the National Forest Foundation (NFF) and have helped to plant more than one million trees. This Earth Day our employees will roll up their sleeves and plant trees here in Wisconsin, and we are continuing the movement through the #PlantATreeLE campaign."

National Forest Foundation (NFF) Partnership

Since 2012, Lands' End has partnered with the NFF to undertake large-scale plantings in U.S Forests - totaling more than one million trees. The company plans to continue this important partnership moving forward in 2017 by planting approximately 100,000 trees, some of which replace trees destroyed by windstorms and wildfires.

"Lands' End is a leading reforestation partner of the NFF," said Wes Swaffar, Director of Ecosystem Services. "We're grateful for Lands' End's sustainability leadership and look forward to continuing our work together of restoring our National Forests and Grasslands."

#PlantATreeLE

On April 20, Lands' End will distribute tree saplings to the company's employees encouraging them to "plant with a purpose." Employees will plant their saplings throughout neighboring communities furthering the company's #PlantATreeLE mission.

Through a partnership with Joe Lamp'I, the host of PBS's *Growing a Greener World* and the expert behind @JoeGardener, Lands' End is dedicated to "growing" the #PlantATreeLE movement by educating and encouraging everyone to plant trees

this Earth Day. Through informational "how to" videos, as well as live Twitter chats @LandsEndPR, it's an opportunity to learn the must-have tips on how to properly plant and grow trees. For more information about #PlantATreeLE, please visit landsend.com/plantatreele. (Site live on April 21, 2017)

For more information about Lands' End's overall sustainability initiatives, please visit landsend.com/sustainability.

About Lands' End

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 timeless style for men, women, kids and the home.

<https://www.youtube.com/watch?v=jjLrrfDfEA>
landsend.com/newsroom

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