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Press Release

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Lands' End receives Green Masters award for the 7th consecutive year from The Wisconsin Sustainable Business Council

Dodgeville, Wis. (January, 2017) – For the seventh year, Lands' End has been awarded the Green Masters Award, the highest honor in the Wisconsin Sustainable Business Council's Green Masters Program.

“Lands' End has consistently demonstrated a growing commitment to environmentally focused business practices,” said Tom Eggert, executive director, Wisconsin Sustainable Business Council. “Their sustainability program has grown to include innovative recycling programs including fiber recycling, reducing the use of natural resources, replenishing resources through their partnership with the National Forest Foundation and much more. Their work has been an example for and inspiration to other Wisconsin institutions.”

Green Masters Recognition

The Green Masters Program is an objective, points-based recognition program that enables Wisconsin institutions of all sizes and from any sector to join a group of like-minded companies that are on the road to sustainability. Developed by the Wisconsin Sustainable Business Council, in conjunction with the University of Wisconsin, the Green Masters Program recognizes Wisconsin's sustainability leaders and encourages continuous improvement. The Green Masters Award criteria is based on actions in nine key sustainability areas: energy, carbon and other emissions, water, waste and materials management, transportation, supply chain, community and educational outreach, workforce and governance.

Lands' End has been participating in the Green Masters Program since 2009 and is one of only two companies in the state to earn Green Masters status seven straight



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www.greenmastersprogram.com

years. The Green Masters Program is run by the Wisconsin Sustainable Business Council, with the support of students at UW Madison.

Lands' Friendly, #IAMLandsFriendly

Sustainability partnerships, ENERGY STAR certified buildings, working toward becoming a zero landfill company, Earth-friendly vendor policies – Lands' End has been building upon the environmental stewardship of the company's founder Gary Comer for more than 50 years. The company supports both national and local causes, including the National Forest Foundation, the United States Lighthouse Society and the Clean Lakes Alliance.

Under the initiative of "Lands' Friendly," Lands' End has implemented a wide range of environmentally focused business practices including programs to reduce or eliminate paper consumption, comprehensive recycling and waste management initiatives. For example, in 2012, Lands' End began a partnership with the National Forest Foundation – the official nonprofit partner of the U.S. Forest Service. Since then, Lands' End has been part of large-scale plantings in U.S. forests resulting in the planting of nearly 1.2 million trees.

In 2016, Lands' End launched a new sustainability initiative called Breathe New Life, with some of the largest corporate clients in the Lands' End Business Outfitters division. Instead of disposing unusable materials and apparel, Lands' End now works with Martex Fiber to recycle those textiles into post-consumer fiber, material for insulation, bedding, acoustics, home furnishings and more.

For more information about Lands' Friendly, visit www.LandsEnd.com/Sustainability and look for the #IAMLandsFriendly tag on social media.

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, www.canvasbylandsend.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 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.

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