

Lands' End \$100,000 Partners in Education Scholarship

Sweepstakes Q & A

More About the Program:

The Lands' End Partners in Education Scholarship Sweepstakes is a way for Lands' End to lend a helping hand to further advance educational opportunities for parents, students and schools. All schools must be a member of the Lands' End Preferred School Program by April 20, 2009 to be qualified.

The sweepstakes will launch on April 26th, 2009 and entries can be submitted until July 15th, 2009. Parents of students attending a Lands' End Preferred School are eligible to enter the sweepstakes. One entry per household is valid. The total prize package is valued at over \$100,000.

How to Enter:

Parents of children currently enrolled at a Lands' End Preferred School can simply submit an entry at www.landsend.com/scholarship between April 26th and July 15th, 2009 for a chance to win. Winning parents of scholarship funds and their school will be randomly selected and contacted the first week of August.

Key Dates:

Accepting Entries - April 26th through July 15th, 2009

Winners Selected – First week of August

Winners Contacted – First week of August

Winners Announced – September 1, 2009

Prize Overview:

Five Scholarship Winners - Five lucky families will each win a \$10,000 scholarship to be placed into a pre-established 529 qualified tuition plan account for their child.

Five School Winners - The corresponding Lands' End Preferred Schools will also win a \$10,000 funding contribution to be used as needed.

100 Gift Card Winners - An additional 100 families will each win a \$100 Lands' End Gift Card that can be used toward school uniform purchases.

Official Rules:

For the official sweepstakes rules go to www.landsend.com/scholarship