

LANDS' END

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URLS: <http://www.landsend.com/lovelearning>
www.landsend.com.newsroom

Lands' End Launches First-Ever Love Learning Art Contest

Winners Receive Artwork on a Personalized T-Shirt and Chance to be Featured in an Upcoming Lands' End Catalog

DODGEVILLE, Wis. (June 13, 2017) – Time to get out the art supplies! Lands' End introduces the Love Learning Art Contest, encouraging parents of young artists to draw how they love to learn for a chance to win backpacks, lunchboxes, cash prizes and more. One lucky winner may even get their art featured in an upcoming Lands' End catalog.

From now until July 20, 2017, parents of children ages 4 to 18 can create an original work of art to show how he or she loves learning. Reading, science, math, technology, swimming, riding a bike...the field is open. Kids may use whatever art medium they like best including digital, paints, markers and crayons.

"Lands' End is a family brand and we are excited to see how kids will creatively apply the theme of Love Learning to their personal artwork," said Becky Gebhardt, executive vice president and chief marketing officer at Lands' End. "As Lands' End continues to bring educational themes into our kids' product assortment, we are also interested in encouraging parents and their children to continue learning and expressing their interests through programs such as the Love Learning Art Contest."

Parent can submit their child's art at landsend.com/lovelearning. The contest is divided into age groups: 4-6, 7-10, 11-14 and 15-18. All first, second, third and grand prize finishers will receive a free Lands' End backpack, lunch box and t-shirt personalized with their original artwork. Cash prizes of \$500, \$250 and \$100 will also be awarded to first, second and third place finishers in each age group. An overall grand prize winner will receive \$1000 and a chance to have their artwork appear in an upcoming catalog.

Learn more at landsend.com/lovelearning.

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 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.

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