

NEWS RELEASE

Rosalind Drisko
Lands' End
608-935-4633
rosalind.drisko@landsend.com

FOR IMMEDIATE RELEASE

Lands' End Kicks Off Third Annual Backpack Day on July 16th Offering More Than 50 Percent Off Backpacks

Backpack Authority Offers Dedicated Shopping Day with Free Standard Shipping

Dodgeville, WI (July 15, 2019)- To help parents and kids get ready for the first day of school, Lands' End is hosting one of its favorite days of the year, "Backpack Day" on July 16th. Featuring an extraordinary offer of 53% off backpacks, this special event is the perfect time to discover and purchase the most important back-to-school necessities. Use promo code: BOOKBAG to receive this amazing offer.

Upgrade your back-to-school gear in style. This season's best-sellers, inspired by outerspace, features *Deep Sea Space* and *Galaxy* prints available in all ClassMates® Backpack sizes, Kids EZ Wipe Lunch Boxes and pencil pouches. Make their bags as unique as they are by personalizing each item. Between icons, initials, and monograms, Lands' End has hundreds of options for kids to create a personalized pack.

“As a long standing rite of summer passage, we know that families look forward to purchasing new school supplies to start their school year off right,” said Chieh Tsai, Chief Product Officer, Lands' End. “That’s why we take pride in offering a wide variety of styles, colors, sizes and personalization options to make your child feel their best. Just like our customers look forward to ordering and customizing new packs and lunch boxes, we look forward to offering them at an unbeatable value, especially on Backpack Day.”

The Lands' End assortment offers new and improved styles for everyone in the family with its extended size range. Featured styles include the ClassMates®, TechPack, and Packable Cinch Sack collections:

- The **ClassMates® Backpack** is the perfect blend of functionality and durability. Its unique chest strap aims to improve posture as it relieves pressure off kids’ shoulders and keeps postures strong.
- The corresponding **ClassMates® Soft-sided Lunch Box** is spacious yet easy-to-clean. Its leak-resistant interior was tested to keep lunch cold for 5 hours! Designed with a rigid bottom and sides, this lunch box protects crushable items.
- **TechPack** is a lightweight yet tough fabric that protects your smart devices in style with its five various sized padded and soft-lined zippered compartments. Available in extra-large and

large, the TechPack features a reinforced top grab handle, sturdy mesh water bottle pocket, plus personalization options!

- The **Packable Cinch Sack** is now available in over five colorways and is essential for lightweight travels. The cord closing cinch bag includes convenient outer zip compartments, a rugged mesh water bottle holder and is just as durable as our backpack fabrication!

ABOUT LANDS' END INC.

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of casual clothing, accessories, footwear and home products. We offer products online at www.landsend.com, on third party online marketplaces and through retail locations. 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.