

LANDS' END

IMPORTANT SAFETY NOTICE

Dear Valued Customer,

We have an important safety concern we need to share regarding your recent purchase of children's sleepwear from Lands' End.

In cooperation with the U.S. Consumer Product Safety Commission (CPSC), Lands' End is voluntarily recalling certain styles of children's sleepwear because we recently learned that samples of several styles sold online and through our catalog did not meet the federal flammability standard for children's sleepwear, posing a potential risk of injury to children. Because the safety of our customers is our highest priority, we are voluntarily recalling all potentially affected styles that we have identified. We sincerely apologize for the inconvenience, but we advise you to take prompt action. Once we receive the recalled items, we will refund the full purchase price of the sleepwear via the original method of payment.

Please visit www.landsend.com/productrecall to learn more about the Children's Sleepwear recall. The site will include photographs of the recalled sleepwear styles and information to easily identify the style number on the garment's tag. All potentially affected styles were exclusively sold by Lands' End at www.landsend.com and through the Lands' End Kids catalogs from January 2014 through February 2015. None of the recalled sleepwear styles were sold at the Lands' End Shops at Sears or in a Lands' End store.

As a company of parents and families, we are taking this issue very seriously. While there have been no reported injuries, we are working closely with our vendor to better understand how this happened notwithstanding passing test results by a CPSC-accredited third-party lab, and how we will prevent it from happening in the future.

We are passionate about every single item we sell and that's why we stand behind everything with a simple promise of satisfaction: Guaranteed. Period.® With that promise in mind, we are asking that you **please stop using the recalled sleepwear immediately** and return it to us **as soon as possible**. In this mailing is a prepaid US Postal Service label to make the return process as easy as possible. **We will refund the full purchase price** of the sleepwear via the original method of payment. If you purchased this product as a gift for someone else, please contact them and give them this letter and enclosure so that the sleepwear can be returned to Lands' End.

Please know that we take great pride in the quality and safety of the products that we offer our customers and we are doing everything we can to rectify this unfortunate situation. In addition to the **full refund**, we will be sending you a **\$15 gift card from Lands' End** once we receive the recalled merchandise.

If you have any questions or would like additional information, please contact us at CustomerCare@landsend.com or (800) 300-7487.

Sincerely,
Kelly Ritchie
Kelly Ritchie
SVP, Employee & Customer Services
Lands' End