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**Ellis School In Fremont Wins \$1,000
For Gardening and Science Programs In The "Way to Grow" Sweepstakes**

DODGEVILLE, Wis. (May 24, 2010) — Lands' End believes that small steps, such as planting a seed, can make a big difference to help the environment. This spring, the company is making a big difference for a local school from Fremont, N.H. Lands' End today announced that Ellis School is one of the 15 winning schools in its "Way to Grow" sweepstakes. Ellis School will receive \$1,000 to support gardening and science programs.

"With so many schools facing tight budgets, Lands' End understands that every bit of additional funding makes a difference in our children's education," said Adam Weil, director of School Uniforms, Lands' End. "With the help of funds from our "Way to Grow" sweepstakes, the 15 winning schools will help kids learn important life lessons through gardening and science programs."

"Way to Grow" Towards a *Million Dollar Difference*

"Way to Grow: Plant a Seed, Make a Difference" is part of Lands' End's commitment to give back \$1 million to schools in 2010. The nationwide initiative connects kids, parents and schools through gardening to draw attention to small steps we can take to make a big difference for the environment. From April 5 through May 14, 2010, parents, teachers and community members could vote for their schools in the "Way to Grow" sweepstakes online at www.landsend.com/thehub. The top 15 schools with the most votes are receiving funds to support gardening and science programs.

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A Legacy of Giving Back: Lands' End School Rewards

Since 1998, Lands' End has helped schools raise funds by giving up to three percent cash back on the net sales of school uniform purchases to Preferred Schools through its School Rewards program. To participate in the Lands' End School Rewards program, schools must register to be a Preferred School. Preferred Schools agree to work with Lands' End as a school uniform provider and make Lands' End School catalogs available to parents throughout the year. Schools can call 1-800-741-6311 to request a Preferred School information packet.

About Lands' End School

Lands' End offers uniforms and school-appropriate clothing in sizes for children and adults, designed to meet dress-code requirements. Lands' End School includes gym wear such as sweatshirts and sweatpants on to which the school's logo can be applied. Lands' End offers its school uniform apparel all year, including slim, plus and husky sizing. To help schools, the Lands' End School Rewards program gives participating schools a percentage back on net sales of school uniforms. Lands' End School is available online at www.landsend.com/school and via the Lands' End School catalog. To request a catalog or order by phone, call 1-800-469-2222.

About Lands' End

Lands' End® is one of the world's largest retailers of clothing for the family. In addition, Lands' End offers an innovative collection of fine quality goods for the home. Lands' End merchandise can be purchased online at www.landsend.com, by calling 1-800-800-5800, and by visiting the Lands' End Shop at Sears. Lands' End is a proud member of Sears Holdings Corporation (NASDAQ: SHLD). And, all high-quality Lands' End merchandise is Guaranteed. Period.®

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