

WHY LANDS' END?

- We are America's premier school uniform provider, helping millions of students get ready for school.
- With our School Rewards Program, Preferred Schools can earn up to 6% back on your school's uniform purchases for the year.
- We offer a full range of sizes – grades pre-K to 12 – to fit every student, including regular, extended sizes, juniors, young men, husky, tall, slim and more.
- We provide quality products built to last, so that means a lower replacement cost for your parents.
- We offer a custom online shopping experience for your school, to make ordering quick and easy (along with safe and secure) for your parents.
- Our legendary customer service gives your parents a great shopping experience with every order. 24 hours a day, 364 days a year (we are closed Christmas Day), you can speak to a live Lands' End® employee.
- Returns can be made at any U.S. Sears store where Lands' End is sold with no restocking charge, and replacement orders are shipped free.
- We offer free hemming on unfinished girls' and boys' pants.
- We will provide a specialized account team dedicated to your school with full knowledge of your dress code and any other specific needs.
- We handle the inventory, so there's no investment required for your school. No minimums, no risk.
- **Guaranteed. Period.®** Our rock-solid promise of satisfaction. Returns are always accepted for any reason, regardless of whether the product has been washed, worn, or logo'd.

LANDS' END
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1-800-741-6311 | LANDSEND.COM/SCHOOL

SCHOOL UNIFORMS DEMAND UNIFORM COLORS.

- Our uniform program offers 5 Uniform Classic Colors that will match perfectly across different fabrics and garments.
- From season to season, year after year, you can be assured these colors will be available.
- Whether on a polo or a Drifter™ sweater, colors remain consistent. And that's Guaranteed. Period.®

QUALITY IS OUR TOP PRIORITY.

- We design all our products to deliver better-than-expected details.
- All our products are built to our specifications, so we never have to settle for anything less than the best.
- We maintain strict color standards to ensure consistent color matching across product lines.
- We search the world for manufacturers that can deliver not only quality products that measure up to our standards, but also exceptional value.
- Before we offer any product for sale, we test it thoroughly in our own labs – as well as on real kids – to make sure it delivers everything promised.

SIZES TO FIT THE STUDENT BODY.

- Our design and quality assurance teams work hard to deliver consistent sizing across all styles, so a “medium” is always a “medium.”
- We offer sizes to fit boys and girls in every grade level.
- Within our sizes, we offer regular and extended sizing, such as tall, slim, husky and junior.

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GUARANTEED. PERIOD.®

HERE'S WHAT IT MEANS FOR YOU AND YOUR PARENTS.

Unlike most school uniform companies, we stand behind every product we sell with no conditions or restrictions. No 30-day limitations. No exchange-only terms. With Lands' End®, we accept any return for any reason – even if the product has been washed, worn, or logo'd. If you're not satisfied, simply return your purchase for an exchange or refund of the purchase price. And that means peace of mind for you and your parents.



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LANDS' END SCHOOL REWARDS PROGRAM

- Lands' End® has made a commitment to give back \$1 million this year to our partner schools.
- As a Preferred School, we'll contribute a percentage of your net uniform sales back to your school.
- This contribution can be used however you see fit, to help out with any school program you choose.
- Your school can earn up to 6% cash back for every uniform order placed.

ANNUAL NET SALES	CASH-BACK REWARD
\$1,000-\$4,999	1%
\$5,000-\$9,999	2%
\$10,000+	3%

And you can earn up to 3% more with our bonus incentives:

Exclusive contract	+1%
Exclusive multi-year contract	+1%
Parents' address and/or email list	+1%

Any school with 501©(3) or 509(a) tax exempt status and dress code needs is eligible. You must submit relevant tax information to participate. Once your school agrees to use Lands' End as a school uniform provider, your school is then assigned a Preferred School Number. Parents are then notified of the number and reminded to use it whenever placing an order to make sure your school gets credit for the sale. Uniform purchases made from the Lands' End School Catalog, website, or at kiosks in Lands' End Inlets® and the Lands' End Shop at Sears can all be applied to the School Rewards program. Purchases are accrued during the Lands' End fiscal year, February 1 to January 31, with Rewards checks distributed during the month of February.

For more information and to sign up, contact an Account Representative at 800-741-6311 (001+608-935-8380 International) or email a request to school@landsend.com.

LANDS' END
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PHYSICAL EDUCATION CLOTHING THE LANDS' END WAY.

- T-shirts, shorts, sweats and more, all fully customizable with your school's logo, by either embroidery or heat transfer.
- Styles for boys and girls in sizes to fit all grade levels.
- We can handle individual or bulk orders – perfect for field trips, fundraising programs or team outfitting.
- Built into your custom website for one-stop-shop convenience.
- We handle the inventory, so there's no investment required for your school. No minimums, no risk.
- Products are available to your parents all year-round.



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OUR CUSTOMER SERVICE SETS US APART.

- 24 hours a day, 364 days a year (we do close on Christmas Day) you can speak to a live Lands' End® employee.
- All calls are answered by a Lands' End employee, usually within three rings.
- All our Customer Care Specialists go through extensive training before they ever talk to a customer.
- The average tenure of our Customer Care Specialists is over 10 years.
- We have Customer Care Specialists dedicated to school uniform customers.
- We were recently named a “Customer Service Champ” by Business Week.
- Customer service has been a foundation of our business since we began in 1963. We live by the words of our founder, Gary Comer, who said:

“TAKE CARE OF THE CUSTOMER, THE REST WILL TAKE CARE OF ITSELF.”

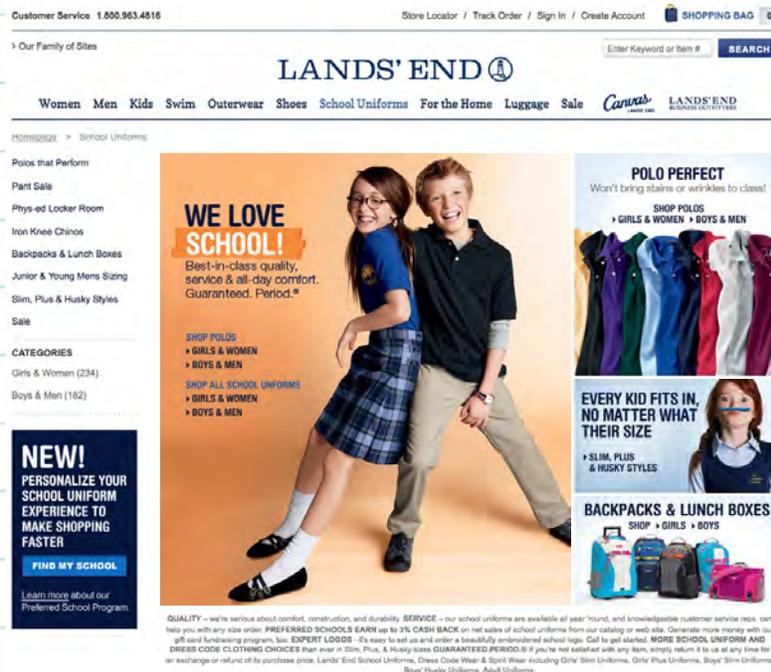


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EASY ORDERING WITH CUSTOM WEBSITES.

- As a Preferred School, we will work with you to create a website just for your school.
- The site will feature your dress code along with approved merchandise all together to make it as easy as possible for parents to shop.
- Your site will be created, hosted and maintained at no extra charge.
- Clothing is grouped for quick shopping, and a checklist makes it simple to mark off needed items.
- Order history kept on file for easy access.
- Parents can shop by gender and grade.



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8 GOOD REASONS TO MAKE LANDS' END YOUR EXCLUSIVE UNIFORM SUPPLIER

- Your parents can be assured of getting the highest quality uniforms.
- Using Lands' End® as your single uniform provider makes it easier for your parents to shop during the hectic back-to-school season and reduces the administrative burden for the school.
- Parents will always enjoy Lands' End's award-winning customer service.
- Colors, sizes and fit will be consistent for students and parents year after year.
- No inventory investment required for your school.
- A single vendor ensures that logos will be reproduced consistently on all products.
- Everything we sell (washed, worn or embroidered) is always Guaranteed. Period.®
- Your school has the opportunity to earn up to 6% cash back with the Lands' End® School Rewards program.



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ELEVATE YOUR SCHOOL BRAND

with school uniforms and logo embroidery from Lands' End:

- Create brand awareness in the community
- Differentiate your school from others
- Build school pride
- Level economic disparities
- Simplify dress code enforcement
- Ensure students are wearing approved clothing
- Improve safety by making it easier to identify students
- Give your student body a professional, consistent appearance

Using state-of-the-art technology, our design experts faithfully recreate your logo as a needle-and-thread work of art. And, you have the guarantee of Lands' End quality: stitching and colors that last year in, year out. Adding embroidered logos to your order also saves time — and we offer resilient heat-transfer logos for PE clothing.

“Our students, when they are wearing the Lands' End uniform, with Westminster Christian Academy clearly emblazoned on their clothing ... have the appearance of kids who are serious about what they are doing and proud of their school.”

— Jim Marsh, Head of School,
Westminster Christian Academy, St. Louis, MO

**For more information about Lands' End embroidered
and heat transfer logos, call 1-800-741-6311**

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