



For Immediate Release

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Lands' End and Wawa Team up to Launch the Ultimate Beach Accessory this Summer
Limited-Edition "Shorti® Tote" Designed to Carry Your Hoagie to the Shore

Just in time for summer, Lands' End and Wawa have partnered to launch a limited-edition collection celebrating the season the way it was meant to be spent: outside, offline, and with a Wawa Shorti® hoagie in hand.

At the heart of the collection is the **Shorti® Tote**, a beach tote designed with one very important job: getting your Wawa Shorti® hoagie safely to the sand. The tote is part of a three-piece Lands' End x Wawa collection that also includes a graphic t-shirt and a toppings-inspired bag charm: a nod to the fresh food and beverage retailer's ingredient customization capabilities when ordering your favorite Wawa hoagies.

The collaboration blends Lands' End's timeless coastal style with Wawa's following – all in celebration of an **"Analog Summer"** spent trading screen time for beach time and embracing the simple pleasures of good food, good company, and getting outside.

"Wawa is synonymous with summer for so many people on the East Coast, and we couldn't think of a better partner to celebrate an Analog Summer with," said Kym Maas, President, Consumer & Chief Creative Officer, Lands' End. "The Shorti® Tote is our love letter to beach days, delicious food and the simple joy of just being present – and finally, a solution for getting your hoagie to the beach exactly the way it was meant to be eaten."

To make the experience even more complete, customers can build their own **"Analog Summer Shorti®"** at Wawa by selecting oven roasted turkey, provolone, spicy mustard, shredded lettuce, tomatoes, crispy onions, and Old Bay seasoning on the ordering kiosk.

"We are grateful to our customers for making Wawa a part of their summer days," said Dave Simonetti, Sr. Director of Store Operations, Wawa. "It's a thrill to partner with Lands' End on a one-of-a-kind accessory that's sure to bring joy to our customers this summer!"

Collection Details:

- The full Lands' End x Wawa collection will be available on LandsEnd.com beginning **July 22**.
 - The Shorti® Tote, \$39.95
 - The Shorti® Charm, \$39.95
 - The Shorti® Tee, \$44.95
- Limited quantities of The Shorti® Tote will also be available at select Wawa stores in New Jersey and on Wawa.com beginning **July 22, as supplies last**. See below for list of participating store locations.

About Lands' End:

Lands' End (NASDAQ:LE) is a leading digital retailer of casual clothing, swimwear, outerwear, accessories, footwear, home products and uniform solutions. We offer products online at www.landsend.com., through our own Company Operated stores and through third party distribution channels. We are a classic American lifestyle brand with a passion for quality, legendary service and real value. We seek to deliver timeless style for women, men, kids and the home. We also offer products to businesses and schools, for their employees and students, through the Outfitters distribution channel.

**About Wawa:**

Wawa, Inc., a privately held company, began in 1803 as an iron foundry in New Jersey. Toward the end of the 19th Century, owner George Wood took an interest in dairy farming and the family began a small processing plant in Wawa, PA in 1902. The milk business was a huge success, due to its quality, cleanliness and “certified” process. As home delivery of milk declined in the early 1960s, Grahame Wood, George’s grandson, opened the first Wawa Food Market in 1964 in Pennsylvania as an outlet for dairy products. Today, Wawa is your all day, every day stop for freshly prepared foods, beverages, coffee, fuel services and surcharge-free ATMs. Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida, North Carolina, Alabama, Georgia, Ohio, Indiana, Kentucky, West Virginia, Tennessee, and Washington, D.C. with over 1,200 locations to date. The stores offer a large fresh foodservice selection, including Wawa brands such as custom prepared hoagies, freshly brewed coffee, hot breakfast sandwiches, hand-crafted specialty beverages, a dinner menu including burgers and pizza, an assortment of soups, sides and snacks. Forbes.com Ranks Wawa as #22 of America’s Largest Private Companies.

Wawa Stores (as supplies last): *Customers should order online at Wawa.com and/or Landsend.com if stores do not have bags in stock*

3800 Landis Avenue	Sea Isle City	NJ	08243
9404 3rd Avenue	Stone Harbor	NJ	08247
2701 Ocean Drive	Avalon	NJ	08202
502 Shore Road	Somers Point	NJ	08244
1426-28 Texas Avenue	Cape May	NJ	08204
2500 N. Route 9	Ocean View	NJ	08230
813 W. Brigantine Boulevard	Brigantine	NJ	08203
902 Central Avenue	Ship Bottom	NJ	08008
3932 Brigantine Boulevard	Brigantine	NJ	08203
1250 West Avenue	Ocean City	NJ	08226
418 W. Rio Grande Avenue	Wildwood	NJ	08260
5212 Ventnor Avenue	Ventnor	NJ	08406
30 Shore Road	Marmora	NJ	08223
3904 Route 47	Dorchester	NJ	08316
110 34th Street	Ocean City	NJ	08226
2432 Highway #35	Manasquan	NJ	08736
3601 Route 9 South	Rio Grande	NJ	08242
3485 Route 35 North	Normandy Beach	NJ	08735
9300 Ventnor Avenue	Margate	NJ	08402
3200 New Jersey Avenue	Wildwood	NJ	08260
1515 Bayshore Road	Villas	NJ	08251
13115 Long Beach Boulevard	Long Beach Township	NJ	08008
3719 Bayshore Road	Cape May	NJ	08204
945 W. Bay Avenue	Barneget	NJ	08075
330 W. Spruce Avenue	North Wildwood	NJ	08260
16 MacArthur Boulevard	Somers Point	NJ	08244
1344 Corlies Avenue	Neptune	NJ	07753



Charm sold separately from tote bag

