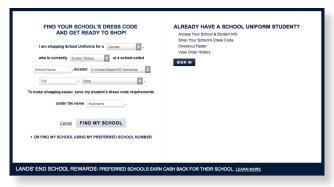


CUSTOMIZED SHOPPING, IN 5 EASY STEPS

STEP 1: Go to <u>landsend.com/school</u> and click on FIND MY SCHOOL in the menu on the left-hand side of the page. Don't forget to check your school's website to see if it has a link to your school's custom Lands' End website.

STEP 2: Under "Find your school's dress code," enter your child's gender and grade. Search for your school by name and location or by typing in the Lands' End Preferred School number (a 9-digit number beginning with 900-). Click on SELECT SCHOOL once you locate your child's school.



STEP 3: If you wish to access your child's profile in the future, add a nickname and click on SAVE SCHOOL

STEP 4: Create a Lands' End account by entering your E-mail address and a password. You will be taken to a page titled **My Students**.



STEP 5: Select the child for whom you want to shop and click on SHOP FOR THIS SCHOOL to begin shopping.

SHOPPING FOR MORE THAN ONE CHILD?

Once you are signed into your Lands' End profile you will see a blue bar that runs across the top of the page listing all of the children you have added to your profile.

To shop for another child, click on the tab showing that child's nickname. If you need to add a child to your Lands' End profile, click on *Add Student* in the blue bar.



NEED TO CHANGE YOUR STUDENT PROFILES?

Click on VIEWALL STUDENTS in the blue bar. From this profile page you can add a child, edit a child's profile or remove a child from your account.