

# LANDS' END

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## FLIGHTWISE

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High-Resolution Images Available Upon Request

## **Lands' End Surveys Frequent Flyers to Uncover Smart Travel Secrets** *Travel Smarter with New FlightWise Luggage Collection From Lands' End*

DODGEVILLE, Wis., July 21, 2010 -- Savvy when it comes to suitcases? Know how to forego baggage fees? Today's frequent flyers have mastered the rules of smarter travel. Lands' End recently surveyed a group of globe trotters at FlyerTalk.com to uncover savvy travel secrets. These survey respondents are "in the know" when it comes to traveling by air, with more than eight out of ten respondents (**81 percent**) taking to the skies more than six times per year. With many airlines currently charging baggage fees, traveling so often would seem to put a hefty dent in travel budgets for frequent flyers. Not so, considering **73 percent** of respondents prefer to carry on bags to avoid fees.

"I am known by many in the travel industry as the *frequent flyer guru*," said Randy Petersen, publisher of frequent flyer magazines and founder of FlyerTalk.com. "If I would have checked my bags every time I took a flight this year, I would have paid more than \$1,800 in baggage fees. It's not surprising that many travelers are looking for smarter ways to pack and select luggage to avoid paying additional travel costs."

### **The Secret is in the Suitcase**

According to Petersen, the first step to hassle-free traveling and saving on baggage fees is to select a piece of luggage that meets airline carry on requirements. He recommends looking for a travel bag that is "crushable" so it can be placed under seats or in the limited space in overhead compartments. The survey found that the classic upright is still the number one luggage choice for most travelers with more than three-quarters (**76 percent**) selecting this suitcase style above all others. Other important luggage considerations for frequent travelers include super lightweight (**94 percent**), designed to fit in overhead compartments (**91 percent**), pack more to carry on (**83 percent**) and includes accessories to meet carry-on requirements (**72 percent**).

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“Lands' End has introduced the new FlightWise™ collection, a series of six bags that are lightweight, durable and meet airline carry on standards,” said Shawn Colley, senior luggage merchant, Lands' End. “We designed each piece to make traveling a better experience whether going through security or fitting bags in overhead compartments.”

Best of all, many will be able to forego baggage fees, freeing up funds for fun activities when traveling. It's not surprising that an overwhelming number of survey respondents (**97 percent**) would rather pay for a nice dinner than baggage fees.

### **The 3-1-1 On Liquids**

Getting through security checkpoints at the airport can be a traveler's toughest task. From laptops to liquids, it's important to know the current security regulations before traveling. According to those surveyed, more than half (**51 percent**) check with the airport and airlines regarding carry-on rules and baggage fees. While another **30 percent** inquire about how to carry on liquids. The TSA follows the 3-1-1 rule when carrying on liquids: 3-ounce liquid containers, 1-quart clear zip-top bag and 1 bag per person.

Each piece of the Lands' End FlightWise collection includes TSA approved liquid containers in a one-quart zipped clear bag making getting through security a breeze. To make the security process simple, Petersen recommends keeping liquids secured in an outside pocket away from packed clothing. He also suggests storing liquids in the same place each trip to make finding them quick and easy.

### **Additional Survey Findings:**

- **While You Wait** – While many frequent flyers stated they carry on luggage to avoid baggage fees, nine out of ten (**92 percent**) stated they also do so to avoid waiting in baggage claim areas.
- **Get Lost** - Of those surveyed, two-thirds (**67 percent**) stated the airline lost their checked in bags.
- **Tag It** – While almost **20 percent** admit to forgetting to put a luggage tag on checked bags, almost seven out of ten (**69 percent**) use colorful or unique luggage tags to personalize bags. No need to worry with the Lands' End FlightWise collection, which has an identification tag sewn on the inside of each bag.
- **Get Packin'** – Packing styles vary and include folding everything carefully (37 percent), rolling clothes (25 percent), use every nook and cranny (23 percent), shoving it all in (8 percent), and using space-saver bags (7 percent).
- **Boxes, Bags and Coolers** – Frequent travelers admitted to using other containers to pack including boxes (27 percent), bags (20 percent) and even coolers (11 percent).

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### **Get Packing with Lands' End**

For those that want to travel smarter, Lands' End is hosting the Get Packing sweepstakes at [www.landsend.com/flightwisesweeps](http://www.landsend.com/flightwisesweeps), beginning July 19, 2010, and ending on July 30, 2010.

Customers can enter each day for a chance to win. At the end of the sweepstakes period, three winners will be chosen at random and will each win the six-piece FlightWise luggage collection valued at over \$580.

### **About Lands' End**

Lands' End is a classic American lifestyle brand with a passion for quality, legendary service, real value and a simple two-word promise to stand behind everything it sells: Guaranteed. Period.® Lands' End delivers timeless style for Men, Women, Kids and the Home at landsend.com, 1-800-800-5800, the Lands' End Shops at Sears and around the world. Lands' End is a proud member of the Sears Holdings Corporation (NASDAQ: SHLD).

Editor's Note: Lands' End hosted a survey of 700 frequent travelers from July 8 – 13, 2010. Respondents are active members of the FlyerTalk.com travel community.

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