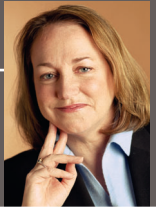


Lands' End

Health Promotion

Mindy Meads
President and CEO
Lands' End



Program Overview

Number of employees: 6,400

Program Goals

- Advocate for wellness and encourage healthy lifestyles.
- Provide programming that meets the health needs of employees.
- Work toward containing health care expenses.

Program Components

- 80,000 square-foot Activity Center and wellness facility at our headquarters in Dodgeville, Wis.
- Special health services: onsite medical clinic, physical therapy, and registered dietitian.
- Health screenings, support groups, prenatal classes, massage therapy, fitness classes, and youth activities.
- Monetary reward programs for tobacco cessation and healthy weight management.
- Incentives for healthy habits.

Key Findings

- 70 percent of employees used the Activity Center in 2004.
- 75 percent participation in company-wide health screenings.
- Lands' End health care costs have trended well below the national average since 2001.



“For more than 40 years, wellness has been a fundamental part of the Lands' End culture. Taking care of our employees by promoting good health is essential to making Lands' End a great place to work.

“A cornerstone of our extensive health promotion program is our 80,000 square-foot Activity Center. All employees, their families, and retirees can take advantage of wellness activities to help them live healthy, balanced lives.

“Lands' End also offers onsite services including a medical clinic, physical therapy, registered dietitian, and monetary reward programs for tobacco cessation and healthy weight management. Other popular programs include screenings, support groups, prenatal classes, and massage therapy. During our peak season, we offer incentives to employees who exercise daily with co-workers—we call it ‘partners in peak.’ We also make healthy snacks available throughout our campus.

“Lands' End is committed to wellness—what is good for our employees is good for Lands' End.”

THE BOTTOM LINE

“We're proud to report that 70 percent of our employees use the wellness facility, helping our health care costs to trend well below the national average since 2001.”

LANDS' END