

# EDGARPLUS™

## FILE DESCRIPTION

The Bluesheet for **EdgarPlus™** covers the following eight files on DIALOG:

File 773, EdgarPlus™ - Williams Act Filings

File 774, EdgarPlus™ - Prospectuses

File 775, EdgarPlus™ - Registration Statements

File 776, EdgarPlus™ - 6-K, 8-K, and 10-C Filings

File 777, EdgarPlus™ - Annual Reports

File 778, EdgarPlus™ - 10-K and 20-F Filings

File 779, EdgarPlus™ - 10-Q Filings

File 780, EdgarPlus™ - Proxy Statements

File 534, EdgarPlus® Index is the index file to the publications contained in Files 773-780. Searches should begin in File 534 to obtain the document number, then proceed to the appropriate document file for viewing of the text.

## SUBJECT COVERAGE

Each file contains different document types that have been filed with the U.S. Securities and Exchange Commission (SEC), as designated by the individual file names. For example, File 773 contains Williams Act Filings, which are Schedules 13-D, 13-G, 13E-3, 13E-4, 14D-1, and 14D-9 documents which detail stock ownership information.

There is generally a 1 to 10 day lag between the announcement of the filing in File 534, EdgarPlus Index and the appearance of the full-text document in the appropriate document file listed above.

## TIPS

### BEGIN SEARCHING IN FILE 534

to confirm filing and to obtain the appropriate Document Control Number.

### USE RN=

in the appropriate File to retrieve the desired document by Document Control Number.

### TYPE RECORDS IN FORMAT 3

to see the Table of Contents and retrieve sections of a document using the locator number (see Sample Record).

TYPE S2/CO,A7/1

## DIALOG FILE DATA

Inclusive Dates: 1987 to October 2006

Update Frequency: Closed

File Size: 693,864 documents as of March 2006

## CONTACT

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Sample Format 3 Record

DIALOG(R)File 777:EdgarPlus: Annual Reports  
(c) 1997. Disclosure. All rts. reserv.

06358683

/CO, CO= LANDS END INC

DT= Document Type: ARS  
RT= Form Type: ARS  
PD=, PY= Document Date: 19970131  
RN= Document Control Number: 01195687  
NU= Company Number: L136560000

TABLE OF CONTENTS

LOCATOR	
A1	DOCUMENT FORM ARS
A2	COVER-PAGE
A3	BUSINESS
A4	FINANCIAL-SUMMARY
	BUSINESS
A6	TABLE-OF-CONTENTS
A7	PRESIDENTS-LETTER
A8	BUSINESS
	FINANCIAL-SUMMARY
B0	MANAGEMENT-DISCUSSION
	FINANCIAL-STATEMENTS
B2	INCOME-STATEMENT
B3	BALANCE-SHEET
B4	SHAREHOLDERS-EQUITY
B5	CASH-FLOW-STATEMENT
B6	NOTES-TO-FIN
B7	AUDIT-REPORT
B8	DIRECTORS
B9	OFFICERS
C0	CORPORATE-INFO

Sample Format 9 Record

DIALOG(R)File 777:EdgarPlus: Annual Reports  
(c) 1997. Disclosure. All rts. reserv.

06358683

/CO, CO= LANDS END INC

DT= Document Type: ARS  
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RN= Document Control Number: 01195687  
NU= Company Number: L136560000

LANDS' END  
LANDS END LANE  
DODGEVILLE, WI 53595  
(608) 935-9341

1997 ANNUAL REPORT

Lands' End is a leading direct merchant of traditionally styled, casual clothing for men, women and children, accessories, domestics, shoes, and soft luggage. The company's products are offered through regular mailings of its monthly primary catalog and its specialty catalogs. Lands' End is known for providing products of exceptional quality at prices representing honest value, enhanced by a commitment to excellence in customer service.

Core Business

## Sample Format 9 Record (cont'd)

Our core business consists of our monthly and prospecting catalogs, and sales in the United States from these catalogs accounted for about 60 percent of total net sales in fiscal 1997. During the year, we concentrated on quality upgrades of our core products, such as Squall(R) jackets, Drifter(TM) sweaters and co-ed knit shirts, and on refining our creative efforts to present our products in a more compelling way. We expanded our selection of big and tall sizes for men, improved and added to our assortment of outerwear and featured additional appearances of our Find of the Mond, one-time-only offerings of remarkable value.

Our prospecting catalog is a condensed version of our monthly catalog, featuring our best selling products. Prospectors are mailed to active buyers and to those on our house file who have been inactive for a period of time or have yet to make a purchase. They are also mailed to prospective customers identified through compiled and rented lists to bring new customers to Land's End.

## Specialty Businesses

Lands' End specialty catalogs are used to target specific markets that are important to our customers. Our Kids catalog offers a collection of comfortable, casual clothing for children of all ages and was mailed six times in fiscal 1997. We have recently broadened the product assortment with layettes for infants, and we're planning our first entry into the school uniform market this year. Coming Home, our specialty catalog for bed and bath, has been offering innovative home textiles since early 1991 and was mailed six times in fiscal 1997. Corporate Sales, our business-to-business catalog, utilizes our embroidery capabilities to design and monogram unique emblems and logos on our Land's End products for corporations, clubs, teams, and other groups. Beyond Buttondowns, mailed five times in fiscal 1997, offers a broad assortment of classic tailored clothing for men, and First Person Singular, mailed twice, features women's finely tailored clothing suitable for the workplace.

## Financial Highlights

## Inside this report

- 1 Financial highlights
- 2 Letter to our shareholders
- 4 The Land's End Principles of Doing Business
- 8 Management's discussion and analysis
- 12 Financial statements
- 16 Notes to financial statements
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- 21 Report of independent public accountants
- 22 Eleven-year financial summary
- 24 Directors and officers
- 25 Shareholder information

Dear Shareholder:

Last year at this time we were looking back over one of the toughest years ever in the catalog industry and a year of transition for Lands' End. We had focused on fundamental basics during the year: improving quality, improving product and the catalog, and shifting to a business unit organizational structure. ( . . . )

Principle 6

## Sample Format 9 Record (cont'd)

## Management's Discussion and Analysis

Results of operations for fiscal 1997, compared with fiscal 1996

Fiscal 1997 was a year of marked improvement. Sales began to improve strongly in the last part of the third quarter. Because of this, we began the holiday season with lower than optimal inventory levels and had to disappoint more customers than in past seasons. Gross profit margins improved throughout the years, as did the performance of the catalogs, resulting in a 67 percent increase in net income for the year. Lands' End operates on a 52-53 week year. Fiscal 1997 and fiscal 1995 were 52-week years, and fiscal 1996 was a 53-week year.

Consolidated statements of operations presented as a percentage of net sales:

For the period ended	January 31, 1997	February 2, 1996	January 27, 1995
Net sales	100.0%	100.0%	100.0%
Cost of sales	54.5	57.0	57.6
Gross profit	45.5	43.0	42.4
Selling, general and administrative expenses	37.9	38.0	36.0
Charges from sale of subsidiary	0.1	0.2	0.4
( . . . )			

## Possible future changes

A 1992 Supreme Court decision confirmed that the Commerce Clause of the United States Constitution prevents a state from requiring the collection of its use tax by a mail order company unless the company has a physical presence in the state. However, there continues to be uncertainty due to inconsistent application of the Supreme Court decision by state and federal courts. The company attempts to conduct its operations in compliance with its interpretation of the applicable legal standard, but there can be no assurance that such compliance will not be challenged. ( . . . )

## LAND'S END, INC. &amp; SUBSIDIARIES

## Note 3. Income taxes

The components of the provision for income taxes for each of the periods presented are as follows (in thousands):

Period ended	January 31, 1997	February 2, 1996	January 27, 1995
Current:			
Federal	\$27,980	\$17,996	\$22,154
State	4,993	3,043	4,058
Deferred	994	(669)	(2,645)
( . . . )	\$33,967	\$20,370	\$23,567

## Directors and Officers

## Directors

Richard C. Anderson  
Vice Chairman  
Lands' End, Inc.  
Director since 1979

## Sample Format 9 Record (cont'd)

Gary C. Comer  
Founder and Chairman  
Lands' End, Inc.  
Director since 1963

William E. Ferry  
Vice Chairman, Sales  
Lands' End, Inc.  
Director since 1996

David B. Heller  
President  
Advisory Research, Inc.  
An investment advisory firm  
Director since 1986

Howard G. Krane  
Partner  
Kirkland & Ellis  
( . . . )

## Shareholder Information

## Annual Meeting

The 1997 annual meeting of shareholders will be held on Wednesday, May 14, at Lands' End headquarters in Dodgeville, Wisconsin, beginning at 10:00 a.m.

## Form 10-K Report

A copy of the company's annual report on Form 10-K, filed with the Securities and Exchange Commission, is available without charge upon request to your investor relations contact in Dodgeville.

## Interim Reports

The company does not send quarterly reports to shareholders. Instead, the quarterly earnings release distributed to the financial community and business media is mailed to all shareholders. This allows shareholders to receive interim information in a more timely manner and at a lower cost to the company. If you do not receive the quarterly earnings releases, please get in touch with your investor contact.

## Securities Information

The Firststar Trust Company, Milwaukee, Wisconsin 53202, is the transfer agent, registrar and dividend dispersing agent for Lands' End stock. Phone 414-287-3920. Lands' End stock is listed on the New York Stock Exchange. The stock tables in most daily newspapers list the company as "LandsE." Ticker symbol: LE.

## Headquarters

Lands' End, Inc.  
Lands' End Lane  
Dodgeville, Wisconsin 53595  
608-935-9341

## Subsidiaries

Lands' End Japan, K.K.  
Shinyokohama Tobu AK Building 5F  
3-23-3 Shinyokohama  
Kohoku-ku, Yokohama  
222 Japan  
Gary R. Steuck, President  
( . . . )

## LANDS' END DIRECT MERCHANTS

Lands' End Lane Dodgeville, WI 53595

Sample Format 9 Record (cont'd)

Bulk Rate  
 U.S. Postage  
 PAID  
 Land's End, Inc.

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S LAND(1W)END
/CO	CO	Company Name <sup>1</sup>	Word	S LANDS(W)END/CO
—	TC	Table of Contents	Word	S BALANCE(W)SHEET

<sup>1</sup> Searchable in the Basic Index and in the Additional Indexes.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AZ	DIALOG Accession Number	Phrase	S CO=LANDS END?
CO=	CO	Company Name <sup>1</sup>	Phrase	S DT=ARS
DT=	DT	Document Type	Phrase	S NU=L136560000
NU=	NU	Disclosure Company Number	Phrase	S PD=19970131
PD=	PD	Document Date	Phrase	S PY=1997
PY=	PY	Document Year	Phrase	S RN=01195687
RN=	RN	Document Control Number	Phrase	S RT=ARS
RT=	RT	Form/Registration Type	Phrase	S UD=9999
UD=	—	Update	Phrase	

SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP DUP online.

<b>LIMIT</b>	/FULLTEXT -- Full Text	
<b>SORT</b>	CO, PD, RN	SORT S4/ALL/CO PRINT S5/5/1-24/PD
<b>RANK</b>	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK AU S3
<b>RD, ID</b>	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Company Information (Company Name, Document Type, Document Date, Document Control Number, and Disclosure Company Number)
3	Medium	Company Information and Table of Contents
5	Long	Full Record with Recent Filings List
6	--	Company Name
7	--	Full Record with Recent Filings List
8	Short	Company Information (Company Name, Document Type, Document Date, Document Control Number, and Disclosure Company Number)
9	Full	Full Record with Recent and Non-Recent Filings Lists
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

<b>USER DEFINED FORMATS</b>	User-defined formats can be specified using the display codes indicated in the Search Options tables. Use document locators found in Format 3 to display specific record sections.	TYPE S3/CO,A4/1
<b>TAG</b>	TAG can be used for tagged fields. When TAG is used in formats with Base Document, locator numbers display instead of field tags.	TYPE S3/6,RN/ALL TAG
<b>DIRECT RECORD ACCESS</b>	DIALOG Accession Number	TYPE 00080568/5 DISPLAY 00083824/CO,AN PRINT 00082272/9

FOR ONLINE HELP:

See HELP FIELDS 776 for searchable fields; HELP FORMAT 776 for output formats; HELP LIMIT 776 for limits; HELP RATES 776 for cost information; HELP SORT 776 for sorts.