

For Immediate Release

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**Lands' End Chooses viaPeople, Inc. for Their Enterprise Wide
360 Feedback Solution**

PRINCETON, NJ –June 3, 2004 – viaPeople, Inc., leading human asset management software and consulting services company, announced today that they've been selected by Lands' End, Inc. one of the nation's largest catalog retailers and subsidiary of Sears, Roebuck and Co. (NYSE: S) to provide 360 degree feedback evaluations across their organization.

"We wanted a solution that contained valuable employee development features but was also easy to use and implement," says Collette Clemens, of Lands' End Training and Development. "We have a wide-range of employees with varying levels of computer skills so we needed a very intuitive system. We also chose viaPeople because they could configure their 360 solution around our process rather than requiring our process to change in order to fit their technology," adds Clemens.

"Many of our clients spend tremendous time and effort defining their 360 and performance management processes," says Leah Groehler, Ph.D., viaPeople's Vice President of Consulting. "Our software products are flexible and are designed by Industrial Organizational Psychologists to facilitate and enhance our client's processes rather than requiring them to change," adds Groehler.

viaPeople is providing a complete solution by offering a paper-based 360 process in addition to their online tool to capture feedback from Lands' End employees who may not have easy access to a computer. "viaPeople has established an excellent working relationship with our team at Lands' End by consistently going above and beyond our expectations and offering the flexibility in their solution as well as the expertise of their consulting group", says Clemens.

About viaPeople:

viaPeople is a human asset management software and consulting services company. They enable companies to identify their top performing employees, profile the behaviors that make those people successful and then reshape their existing workforce to significantly improve overall performance. Using the science of Industrial Organizational Psychology and advanced performance analysis software, viaPeople is able to correlate individual performance to a company's financial performance and calculate return on human capital investment. viaPeople offers the time savings and cost efficiency of online

implementation, the flexibility to customize to a client's specific needs, and the domain knowledge to help clients measure and improve the return on their investment in human capital. viaPeople's proprietary software is web-based, scalable, flexible and secure. Visit viaPeople, Inc. at <http://www.viapeople.com>.

About Lands' End:

Lands' End is a global direct merchant of traditionally styled clothing for the family, soft luggage, and products for the home. Its offerings are sold through regular mailings of catalogs, through the Internet at www.landsend.com, and through Lands' End Inlet and Sears parent stores. Lands' End's goal is to please their customers with the highest levels of quality and service in the industry, along with an unequivocal ironclad guarantee.