

2011 FOR PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# F03000001887

FILED
Mar 17, 2011
Secretary of State

Entity Name: LANDS' END DIRECT MERCHANTS, INC.

Current Principal Place of Business:

3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179 US

New Principal Place of Business:

Current Mailing Address:

3333 BEVERLY ROAD, B2-130B
HOFFMAN ESTATES, IL 60179 US

New Mailing Address:

FEI Number: 36-2512786

FEI Number Applied For ()

FEI Number Not Applicable ()

Certificate of Status Desired ()

Name and Address of Current Registered Agent:

C T CORPORATION SYSTEM
1200 SOUTH PINE ISLAND ROAD
PLANTATION, FL 33324 US

Name and Address of New Registered Agent:

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE:

Electronic Signature of Registered Agent

Date

OFFICERS AND DIRECTORS:

Title: DP
Name: PICKART, MARK R
Address: ONE LANDS' END LANE
City-St-Zip: DODGEVILLE, WI 53595 US

Title: DS
Name: DAHLEN, KARL A
Address: ONE LANDS' END LANE
City-St-Zip: DODGEVILLE, WI 53595 US

Title: DT
Name: MARTIN, TIMOTHY O
Address: ONE LANDS' END LANE
City-St-Zip: DODGEVILLE, WI 53595 US

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: KARL A. DAHLEN

DS

03/17/2011

Electronic Signature of Signing Officer or Director

Date