

FOR IMMEDIATE RELEASE

Wrangler® Western Wear Launches Protective Flame Resistant Clothing

Apparel Enhances Safety on the Job; Compliant with NFPA, ASTM and OSHA Guidelines

GREENSBORO, N.C. (April 14, 2008) – *Wrangler®* announced today that the brand is introducing flame resistant fabric in select styles. The leader in western apparel has long been known for its comfortable, functional, durable line of jeans and shirts. Now the iconic American denim brand adds “protective” to its product accolades.

Incorporated into staple products currently existing in the Wrangler Western Wear line, the new Wrangler® FR protective clothing is specially designed to meet flame resistant requirements from leading protection agencies including the National Fire Protection Agency (NFPA), the American Society of Testing and Materials (ASTM) and the Occupational Safety and Health Administration (OSHA). The Wrangler FR fabrics help men work harder and SAFER than ever before.

“Adding the Wrangler FR innovation to current brand favorites – such as the Relaxed Fit 31MWZ and Original Cowboy Cut 13MWZ – without changing the fit or wear of the product was really important,” said Phil McAdams, president, Wrangler Specialty Apparel. “We can provide a safe apparel alternative to wear while on the job without compromising their preferred fit.”

According to recent government reports, the leading cause of severe and fatal injuries on the job is the continual burning of clothing after ignition, not the source of ignition itself. Wrangler FR products are constructed from flame resistant fabrics and components to protect against – and decrease the severity of – burn injuries in the workplace. By design, once the source of ignition is removed, Wrangler FR garments will self-extinguish almost immediately to allow for precious escape time and prevent further injury.

Wrangler FR jeans and shirt styles are compliant with HRC 2, NFPA-70E, ASTM F1506-02a and OSHA 29 CFR 1910.269.

The **FR31MWZ Relaxed Fit Jean**, with a comfortable gusset, and the **FR13MWZ Original Fit Jean** both feature:

- 14 ¾ ounce, 100% cotton broken twill
- Pre-washed for a soft, comfortable feel
- High quality brass zipper with Nomex (FR) zipper tape
- Arc-resistant button waistband closure with concealed inner tack that reduces heat conductivity
- Flame resistant heavy weight front pocketing material
- Nomex (FR) thread used in all garment seams
- FR designation on garment labels
- Fits over boots
- Guaranteed flame resistant for the life of the garment

The **Authentic Work Western Shirt FR70127** features:

- Authentic Work Western Shirt Fit
- Three Snap Authentic Western Cuffs
- Two Authentic Western Spade Pockets with Snap Closures
- Authentic Western Serged Tail of Red Color FR Compliant Thread
- 7.50 oz. Indigo/Natural 100% Cotton Denim, FR Resistant Finish
- Wrangler Red FR Riser Label on left pocket flap
- Workwear functional pencil slot on left pocket flap
- Wrangler Red Color FR Woven Neck label
- Flame Resistant Red Color Ribbon tab at lower front tail and on left cuff
- FR Specifications, Warning Label sewn inside at lower front tails
- Full Neck/Sleeve Size Offering

Wrangler[®] Western Wear apparel is available nationwide in specialty stores, including work apparel chains, farm & fleet, and western stores, as well as through on-line and catalog retailers. To find a retailer near you, or for more information regarding the Wrangler FR apparel including care and cleaning instructions, visit www.wrangler.com or call 1-800-784.8571.

About VF

VF Corporation is a leader in branded lifestyle apparel including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include *Wrangler*[®], *Lee*[®], *Riders*[®], *The North Face*[®], *Vans*[®], *Reef*[®], *Napapijri*[®], *Kipling*[®], *Nautica*[®], *7 For All Mankind*[®], *John Varvatos*[®], *JanSport*[®], *lucy*[®], *Eastpak*[®], *Eagle Creek*[®], *Lee Sport*[®], *Majestic*[®] and *Red Kap*[®].

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