

FOR IMMEDIATE RELEASE

***Wrangler*[®] Western Announces Partnership with Country Music Star Laura Bell Bundy**

Bundy is Face of New Collection, Booty Up[™] by Wrangler[®]

GREENSBORO, N.C. (July 26, 2011) – *Wrangler*[®] Western Wear – the iconic American denim brand and leading manufacturer of western apparel – today announced its partnership with country music star Laura Bell Bundy. The new face of the uplifting jean with patent-pending technology, Booty Up[™] by *Wrangler*[®], Bundy joins the likes of *Wrangler* royalty including the “King of Country” George Strait and chart-topping country rocker Jason Aldean.

A rising country music star in her own right, Bundy has an undeniable star quality, making her the perfect woman to help promote the recently introduced Booty Up[™] by *Wrangler*[®] jean. Designed to visually lift the rear, Booty Up[™] by *Wrangler*[®] achieves the look all women want – a great-looking booty.

“I’m more than honored to be associated with this iconic western brand,” said Bundy. “*Wrangler* has some amazing new things in store for women, and I’m excited to help show today’s country music fans the benefits of these great-looking jeans.”

The Kentucky-born performer has done it all, from performing on the nationally televised Academy of Country Music Awards to Broadway – where she received a Tony nomination for her role as Elle Woods in *Legally Blonde* – and acting in various film and TV roles, to writing and recording music. Bundy released her debut country music album, “Achin’ and Shakin’,” in 2010 under the Mercury Records label, which featured the hit single “Giddy On Up.” She is currently writing and recording songs for her next album on Mercury Nashville.

“We couldn’t be more excited about this partnership with Laura Bell, who is becoming more popular for her country music career by the day,” said Edyie Brooks-Bryant, senior manager of marketing and special events, *Wrangler Western Wear*. “Her style and personality directly speak to the Booty Up[™] by *Wrangler*[®] consumer – it truly is a great fit.”

The fits, fabrics and flattering patent-pending technology of Booty Up[™] by *Wrangler*[®] make it the perfect choice for the fashion-conscious female shopper looking for a jean to compliment her shape. With strong country roots and contemporary style, Laura Bell Bundy will be featured in the brand’s fall Booty Up[™] by *Wrangler*[®] marketing campaign including national print, radio and online advertising along with integrated in-store marketing support.

For more news from the *Wrangler Western* brand, please visit www.wranglerwestern.com and find *Wrangler Western* on Facebook at www.facebook.com/wranglerwestern. For more information on Laura Bell Bundy, please visit www.laurabellbundy.com and www.facebook.com/laurabellbundy.

About *Wrangler*[®]

Wrangler[®] 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 or for more information on the *Wrangler* family of products visit www.wrangler.com or call 888.784.8571.

About VF

VF Corporation is a global leader in branded lifestyle apparel with more than 30 brands, including *Wrangler*[®], *The North Face*[®], *Lee*[®], *Vans*[®], *Nautica*[®], *7 For All Mankind*[®], *Eagle Creek*[®], *Eastpak*[®], *Ella*

Moss[®], *JanSport*[®], *lucy*[®], *John Varvatos*[®], *Kipling*[®], *Majestic*[®], *Napapijri*[®], *Red Kap*[®], *Reef*[®], *Riders*[®] and *Splendid*[®].

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