



FOR IMMEDIATE RELEASE

***Wrangler®*, Jason Aldean Launch New Style of Jean for a New Breed of Cowboy**
Leader in Western Wear Features Aldean in National Marketing Campaign

GREENSBORO, N.C. (July 2, 2009) – The iconic American denim maker – *Wrangler®* Western Wear – today announced the launch of a new jean collection backed by popular country rock entertainer, Jason Aldean. Styled with fresh designs, updated fabrics, contemporary trim details, a lower rise and two fit options – boot cut and straight leg – the Wrangler Retro jean line is set to hit shelves in August. With the valued standards of the Wrangler brand, Wrangler Retro is built for the new cowboy who rocks his style with an attitude and can be found in western specialty stores nationwide.

As the exclusive spokesperson for the new Wrangler Retro jean collection and the face of the robust marketing campaign – including national television, print, radio and online advertising along with integrated in-store marketing support – Jason Aldean joins the Wrangler family with other top country music artists including the legendary King of Country Music George Strait. Like the Wrangler Retro collection itself, Aldean is rooted in tradition yet brings his own personal style to high-energy songs with a hard-driving country-rock beat and powerful, memorable lyrics.

“I’ve been wearing Wrangler jeans for more than a decade now, all the way back to when I first started playing clubs in my teens down in Georgia,” said Aldean. “There’s nothing cooler than a good fitting, worn-in pair of Wrangler jeans, so it’s great that with the new Retro line my fans can go out and rock the same styles I love.”

Mirroring the unique and cutting-edge product design, the launch of the Wrangler Retro line will employ a creative approach to reaching fans and consumers by implementing an interactive and engaging marketing communications plan. Geared toward 18-35 year-old males, the campaign will run on networks like CMT, GAC and ESPN, and within publications such as *People Country* and *Country Weekly*. Local radio and on-line, social media will be utilized as well. Aldean’s music will be the featured soundtrack of the campaign.

“Because the look of the Wrangler Retro line speaks directly to Jason’s fan base we are really excited about this partnership,” said Edyie Brooks-Bryant, senior manager of marketing and special events, Wrangler Western Wear. “Jason Aldean’s style, attitude and phenomenal musical talent make him an exciting and natural match for this collection, and he has been a Wrangler favorite for a long time.”

The brand partnership with Aldean comes on the heels of the launch of the star’s critically acclaimed new album “Wide Open,” and as one of the hottest artists in country music, Jason Aldean enhances the meaning of the Wrangler brand’s latest “Long Live Cowboys” marketing message. In just two years, Aldean went from winning the “Top New Male Vocalist” trophy at the ACM Awards to headlining sold out arenas across the country. He recently topped the country charts again with his multi-week #1 smash “She’s Country,” and he is currently watching another hit plow up the charts with “Big Green Tractor.”

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About Wrangler®

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 or for more information on the Wrangler family of products visit www.wrangler.com or call 1-800-245-9766.

About VF

Wrangler® is a division of VF Jeanswear Limited Partnership, which is an affiliate of VF Corporation. VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, action sports, imagewear, sportswear and contemporary apparel brands. Its principal brands include *Wrangler®*, *Lee®*, *Riders®*, *The North Face®*, *Vans®*, *Reef®*, *Eagle Creek®*, *Eastpak®*, *JanSport®*, *Napapijri®*, *Nautica®*, *Kipling®*, *John Varvatos®*, *7 For All Mankind®*, *lucy®*, *Ella Moss®*, *Splendid®*, *Majestic®* and *Red Kap®*.

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