



FOR IMMEDIATE RELEASE

***Wrangler® Offers NFR Fans the Chance to “Race to the Rodeo” in December***  
*Leading Western Brand Connects with Online Social Network to Give Away Free Trip to Las Vegas*

**GREENSBORO, N.C. (Nov. 19, 2010)** – *Wrangler®* – the leader in western apparel and the title sponsor of the Wrangler National Finals Rodeo (Wrangler NFR), the annual championship event put on by the Professional Rodeo Cowboys Association (PRCA) – this week launched the Second Annual “Race to the Rodeo” Sweepstakes<sup>SM</sup>, an exciting, immediate-action-required consumer promotion on the Wrangler Western [Facebook page](#).

To enter, rodeo, western lifestyle and Wrangler fans can “Like” Wrangler Western on [Facebook](#) and fill out a sweepstakes entry form. One lucky grand prize winner will be drawn at random Dec. 6 and will receive a three-day, two-night trip for two that includes FREE airfare, tickets for two to the final, sold-out, championship round Saturday, Dec. 11 and a \$500 Wrangler wardrobe. The winner will also receive hotel accommodations at The Mirage Hotel and Casino – the temporary “home” during the 10-day rodeo event to the Wrangler brand and plenty of competing cowboys including PRCA World Champion Trevor Brazile himself.

“Last year we launched Wrangler Western on [Facebook](#) through the “Race to the Rodeo” promotion and received incredible fan excitement and engagement,” said Jeff Chadwick, director of special events, rodeo and equine for Wrangler. “We’re looking forward to interacting with our fans again this year, providing an inside look into the most popular rodeo event of the year.”

With country music stars George Strait and Jason Aldean also joining Wrangler to get behind the message, Wrangler Western [Facebook](#) fans will also be in the running to win autographed merchandise including guitars and other prizes.

For everyone else, Wrangler will be bringing exclusive behind-the-scenes interviews, photos and video from inside the arena and out on the streets of Las Vegas and go-round recaps following each night’s performance. Fans can follow Wrangler Western on [Facebook](#) and stay tuned to [www.wranglerwestern.com](http://www.wranglerwestern.com) to get a rare look into what it’s like to attend the “Super Bowl of Professional Rodeo.”

**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](http://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®*.

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, [www.vfc.com](http://www.vfc.com).

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