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Kelly Shannon Kelly Wins *Wrangler Rugged Wear*[®] Adventures Essay Contest

Account of clothes aiding in rescue from capsized kayak wins November contest

GREENSBORO, N.C. (January 13, 2009) – *Wrangler*[®] today announced that Kelly Shannon Kelly, member and president of the Florida Outdoor Writers Association, won the monthly *Wrangler Rugged Wear*[®] Adventures Essay Contest in November with her account of a dangerous rescue after overturning a kayak in the murky Cape Fear River. Her winning essay, "Fear on the Cape Fear," earned the outdoor writer three jeans and shirt outfits from Wrangler Rugged Wear.

Kelly, a staff editor and writer with *Traveling Sportsman Magazine*, described how her paddling companions were able to keep her bright red shirt in sight as her kayak bounced from boulder to boulder and flipped repeatedly in level four rapids. Kelly writes she was black and blue for two weeks after the experience but credits red and blue – her red shirt and blue jeans – for working overtime that day in a daunting river.

"Fear on the Cape Fear" will be retired from the remaining 2008 competition along with the essay of the first two winners Niall Fink of Edmonton, Canada, and Lynne Friedmann of Solana Beach, Calif. To read Kelly's winning essay, visit www.wrangleruggedwear.com.

All members of an association of outdoor communicators in the U.S. or Canada are eligible to submit one essay of 150-200 words per year recounting their favorite outdoor adventure in which clothing played a successful role. Outdoor writers may obtain contest entry instructions and rules by e-mailing Bill AuCoin at wmaucoin@verizon.net.

Garments with the Wrangler Rugged Wear label are designed for function, comfort and durability. Wrangler Rugged Wear garments are sold through specialty retailers such as Tractor Supply Co., Cabela's, Capra's Sporting Goods and Gander Mountain. For more information regarding these Wrangler products or to locate the nearest retailer visit www.wrangleruggedwear.com or call 1-888-784-8571.

About the Company

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[®].

VF Corporation's press releases, annual report and other information can be accessed through the company's home page, www.vfc.com.

SIDEBAR: Entry Instructions

With Outdoor Writers Essay Contest

Entry information for Wrangler Rugged Wear Contest

ASSIGNMENT: Write a story about your favorite outdoor adventure and how clothing played a role in its success.

WHO CAN ENTER: All outdoor writers and broadcasters who belong to an association of outdoor communicators in the U.S. or Canada.

LENGTH: From 150 to 200 typewritten words on one side of an 8.5 X 11 page.

HOW TO ENTER: Send your typewritten entry to Wrangler Rugged Wear Adventures, 5253 Dover St. NE, St. Petersburg, FL 33703. Attn: Bill AuCoin. (Note: Each person may submit only one entry in any year.)

WINNERS: Wrangler Rugged Wear will periodically select and announce one winner each month. Entries not selected will remain eligible for the contest until the end of the year in which they were submitted. Wrangler Rugged Wear reserves the right not to select a winner on any given month and may discontinue the program at any time.

PRIZES: Each winner will be awarded a certificate for three pants or jeans and three shirts from Wrangler Rugged Wear.

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