

FOR IMMEDIATE RELEASE



MEDIA CONTACT
Bill AuCoin
272.522.2371
wmaucoin@verizon.net

H. Ted Upgren, Jr. Wins *Wrangler Rugged Wear*[®] Adventures Essay Contest

A voice of experience tells how he dressed for goose hunting success one fiercely cold day

GREENSBORO, N.C. (March 19, 2009) – H. Ted Upgren, Jr. of Bismarck, N.D., won the monthly *Wrangler Rugged Wear*[®] Adventures Essay Contest in February earning three jeans and shirt outfits from the brand that is “Geared for the Outdoors.” Visit www.wrangleruggedwear.com to read Upgren’s vivid account of how he stayed warm and dry while North Dakota temperatures dropped to the teens and wind gusts reached 60 mph.

Upgren's winning essay, “Dressed for a Hunter's Coup,” described how proper layering helped him stay warm but also avoid the chills that will follow if perspiration cannot escape inner layers. “I warmed to the moment when the action started, but especially when I realized I wasn't cold. We shot nine geese that morning,” wrote Upgren, a life member of Outdoor Writers Association of America.

“Dressed for a Hunter’s Coup” will be retired from the remaining 2009 competition. To enter your essay recounting your favorite outdoor adventure in which clothing played a successful role, e-mail Bill AuCoin at wmaucoin@verizon.net. 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.

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 monthly winner. 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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