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Steve Chaconas Wins *Wrangler Rugged Wear*[®] Adventures Essay Contest

The Boy Scouts motto, "Be Prepared," and Wrangler Rugged Wear[®] gives the outdoor writer the last laugh

GREENSBORO, N.C. (May 12, 2009) – Steve Chaconas of Alexandria, Va., won the Wrangler Rugged Wear Adventures Essay Contest in March with his essay, "Be Prepared." Chaconas describes how childhood Boy Scouts training proved useful on Lake Erie when his friends played a practical joke during a fishing expedition.

The appropriately titled winning essay earned Chaconas three jeans and shirt outfits from the brand that is "Geared for the Outdoors."

Chaconas, a former Eagle Scout, explained how his experience with the Boy Scouts prompted him to pack for the worst when preparing for his visit to the cold, unpredictable lake. He packed foul weather gear including Wrangler Rugged Wear Thermal Jeans with quilted lining for extra warmth.

"The weather turned nasty and, out in the middle of nowhere, the outboard stopped," Chaconas writes. Another boat pulled up and the writer's new fishing friends "volunteered" him to remain in the disabled boat while they went for an outboard repair part.

"Before dark the guys returned, laughing. This 'break down' was just a joke as they pulled the kill switch cord then popped around the corner out of sight. But the joke was on them," Chaconas writes. "I was warm and toasty and catching fish, while they still had to endure the cold ride back to the launch ramp."

The winning essay by Chaconas, a member of the Southeastern Outdoor Press Association, is posted on www.wrangleruggedwear.com and retired from competition for the remainder of the year. 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. To submit an essay recounting a favorite outdoor adventure in which clothing played a successful role, e-mail 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 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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