

FOR IMMEDIATE RELEASE



MEDIA CONTACT
Bill AuCoin
727.522.2371
wmaucoin@verizon.net

Jeff Turner Wins Wrangler Rugged Wear® Adventures Essay Contest
Outdoor writer credits "strong belt loops" for saving his life

GREENSBORO, N.C. (Oct. 29, 2009) – Jeff Turner, a Virginia outdoor writer, won the *Wrangler Rugged Wear*® Adventures Essay Contest in September for his account of surviving a near drowning experience in a frigid river thanks to the Wrangler brand's strong belt loops.

In his essay "Nottoway River Release" Turner described what happened one cold night on the river when he was fishing alone and fell into the water while one leg remained stuck in the boat. After several attempts to free himself, Turner was finally able to dislodge himself and make it to shore. He discovered then the only thing that had kept him and the boat from disappearing into the dark was a root from shoreline vegetation stuck through his Wrangler jean's belt loop.

From Sedley, Va., Turner is a member of the Virginia Outdoor Writers Association (VOWA) and employed by the Blackwater Nottoway Riverkeeper Program as its designated Riverkeeper to patrol the river and guard against pollution violations. His winning essay, posted at www.wrangleruggedwear.com, earned the writer three jeans and shirt outfits courtesy of Wrangler and will be retired from the remaining 2009 competition.

Garments with the Wrangler Rugged Wear label are designed for function, comfort and durability. Wrangler Rugged Wear is sold through specialty retailers such as Cabela's, Tractor Supply Co., Capra's Sporting Goods and Gander Mountain to anglers, hikers, campers, climbers, backpackers, paddlers, peddlers, and other outdoor enthusiasts. For more information regarding these Wrangler products or to locate a retailer near you, visit www.wrangleruggedwear.com or call 1-888-784-8571.

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.

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

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: Mail 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.) On the same page, enter your full name, byline, mailing and shipping addresses, and list the outdoor writer organization(s) of which you are a member.

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 good for three pants or jeans and three shirts from Wrangler Rugged Wear.

OWNERSHIP RIGHTS: Your essay is your property. You own the copyright. You deserve all the credit. However, winners also grant Wrangler the rights to publish their essays and/or to grant others the right to publish their winning essays online.

###