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## **lucy activewear Continues New Store Expansion** *new locations opening in Maryland and Connecticut this April*

PORTLAND, Ore. – MARCH 20<sup>th</sup>, 2008 –lucy activewear, an everyday performance apparel company focused on inspiring active, on-the-go women, will open two new stores in April as part of its new store expansion – making a total of 66 stores nationwide.

New *lucy*<sup>®</sup> stores will open in Darien, CT on April 4th at Boston Post Road, and in Bethesda, MD on April 11th at Bethesda Row. “We are excited to expand our presence in Connecticut and Maryland,” said Michelle Lantow, President of lucy activewear. “There is an active lifestyle at the heart of each of these markets, making *lucy*<sup>®</sup> a perfect fit.”

These new stores will host Grand Opening Events designed to launch *lucy*<sup>®</sup> within the local community. *lucy*<sup>®</sup> grand opening events offer the ultimate shopping experience with live music, organic hors d'oeuvres, and complimentary massages to refresh and rejuvenate. In addition, as part of the *lucy*<sup>®</sup> cares program, 10% of sales from these Grand Opening Events will be donated to local charities.

### ***lucy*<sup>®</sup> fit, fabric, and function**

With unmatched comfort and flattering styles, *lucy*<sup>®</sup> is ideal for active women who are looking for the perfect combination of fashion and function to carry them through the day. The *lucy*<sup>®</sup> brand carries an array of exclusive styles each season classified into four signature categories: active, energy, balance and essentials. Many *lucy*<sup>®</sup> tops and pants come in lengths, giving women the opportunity to find the perfect fit for their individual body type. The brand also offers three signature fabrics: *lucy tech*<sup>™</sup>, *lucy flex*<sup>™</sup> and *lucy lux*<sup>™</sup>, that provide function and style for a variety of activities from running on the treadmill to running around the city.

### **About *lucy*<sup>®</sup>**

*lucy* activewear is a Portland, Ore.-based lifestyle apparel company for women who value fit, style and performance. *lucy* isn't a specific person – she lives in all of us as we attempt to live a healthy, balanced life. Life is not only about being at the gym or yoga studio; it's about the everyday routine of multi-tasking errands, activities with family and friends, and taking care of yourself from the inside out. An expert in active ways of life, *lucy*<sup>®</sup> listens carefully to the needs of women and creates apparel with on-the-go performance and versatility, as well as a healthy dose of style and color. With its own *lucy*<sup>®</sup> label and exclusive designs from other designers and brands, the *lucy*<sup>®</sup> brand stands apart and inspires confidence in those who wear the products and visit the stores.

The company currently operates 64 stores in Arizona, California, Colorado, Washington D.C., Georgia, Illinois, Kansas, Massachusetts, Maryland, Michigan, Minnesota, New Jersey, Oregon, Texas, Virginia, and Washington, and online at [www.lucy.com](http://www.lucy.com).

On August 24, 2007 VF Corporation, a global leader in lifestyle branded apparel, completed its acquisition of *lucy* activewear, inc. As a result of the acquisition, *lucy* activewear inc. is now a wholly-owned subsidiary of VF Corporation.

### **About VF**

VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, imagewear, sportswear and contemporary apparel brands. Its principal brands include *Wrangler*<sup>®</sup>, *Lee*<sup>®</sup>, *Riders*<sup>®</sup>, *The North Face*<sup>®</sup>, *Vans*<sup>®</sup>, *Reef*<sup>®</sup>, *Eagle Creek*<sup>®</sup>, *Eastpak*<sup>®</sup>, *JanSport*<sup>®</sup>, *Napapijri*<sup>®</sup>, *Nautica*<sup>®</sup>, *Kipling*<sup>®</sup>, *John Varvatos*<sup>®</sup>, *7 For All Mankind*<sup>®</sup>, *lucy*<sup>®</sup>, *Majestic*<sup>®</sup>, *Lee Sport*<sup>®</sup> and *Red Kap*<sup>®</sup>.

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).