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## **lucy activewear To Open New Location in Colorado**

PORTLAND, Ore. –April 29<sup>th</sup>, 2008 –lucy activewear, an everyday performance apparel company focused on inspiring active, on-the-go women, will open a third Colorado store in May as part of its 2008 new store expansion – making a total of 63 stores nationwide.

The new *lucy*<sup>®</sup> store will open May 14 just outside of Denver at The Vistas at Park Meadows. “We have a strong, loyal customer base in Colorado and look forward to making shopping at *lucy*<sup>®</sup> even more convenient for the women of Denver,” said Michelle Lantow, President of *lucy* activewear. The new, 2,000-square-foot store will feature an expanded selection of *lucy*<sup>®</sup> apparel, a modern interior infused with the *lucy*<sup>®</sup> brand’s signature orange color and luxurious salon-style fitting rooms.

Opening within The Vistas, at 8423 Park Meadows Center Drive, this new *lucy*<sup>®</sup> store is part of a 154,000-square-foot expansion to Colorado’s Park Meadows Retail Resort. The Vistas is a retail resort village inspired by the mountain-lodge atmosphere of Park Meadows and the natural surroundings. As guests enter The Vistas, they are greeted by a stunning 270-foot cascading water feature, beautiful landscaping, exquisite architectural details, cozy fireside seating and some of the best views of the Rocky Mountains.

### ***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 62 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).