



Lucy activewear to Open Three New Locations and Unveil New Store Design

PORTLAND, Ore. – SEPTEMBER 11, 2008 – lucy activewear, an athletic apparel company offering innovative, fashion-forward workout wear for women is opening three new stores this Fall with an innovative new store concept. Part of lucy's new store expansion plans, the addition of these new retail locations takes the company to over 65 stores nationwide.

New lucy stores are set to open in Northern California at the Fountains at Roseville, on September 26th, in Florida at Aventura Mall on October 3rd, and in Maryland at Annapolis Towne Centre at Parole on October 12th. While lucy already has a strong following in both the Sacramento and Washington DC areas, the opening of lucy at Aventura Mall marks the brand's first entry into the Florida market. "We look forward to opening our first retail store in Florida, and feel the lucy brand's signature blend of style and performance will be a welcome addition for the active women of Miami," said Michelle Lantow, President of lucy activewear.

A new lucy store design will be unveiled with the opening of these new locations. "The new lucy store concept was designed to let the product shine in a sophisticated studio like space," said Dawnn Eikenberry, Director of Store Development for lucy activewear. The new design is bright and athletic, incorporating a dramatic cloud element across the width of the ceiling. Eco-friendly wood grain ceramic tiles cover the floors with sections of SFI certified strand board delineating space throughout the store. The new store design also includes an update to the dressing area where rich fabric textiles, metallic wallpaper and soft in-room seating create a boutique atmosphere.

This innovative new store concept is also being implemented in the renovation of three West Coast stores. lucy stores at the Stanford Shopping Center in Palo Alto, Manhattan Village in Manhattan Beach, and on Montana Avenue in Santa Monica are currently in the process of being remodeled and scheduled to re-open this Fall.

About lucy activewear

lucy activewear is a Portland, Oregon-based apparel company for women who value style, fit and performance. Launched in 2000, the *lucy*® brand was created to inspire a woman's active life; since then, lucy activewear has grown from its origins as lucy.com, an online retailer, to a vertical retailer currently operating 63 stores nationwide. Today, the *lucy*® brand continues to provide versatile, fashionable performance apparel for active women. In August 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*®, *Lee*®, *Riders*®, *The North Face*®, *Vans*®, *Reef*®, *Eagle Creek*®, *Eastpak*®, *JanSport*®, *Napapijri*®, *Nautica*®, *Kipling*®, *John Varvatos*®, *7 For All Mankind*®, *lucy*®, *Majestic*®, *Lee Sport*® and *Red Kap*®.

The company's press releases, annual report and other information can be accessed through its homepage, www.vfc.com.

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