



FOR IMMEDIATE RELEASE

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MICHELLE LANTOW NAMED PRESIDENT OF lucy activewear
Lantow will lead continued growth of women's activewear business

Portland, Ore. – February 4, 2008 – lucy activewear inc., a wholly owned subsidiary of VF Corporation (NYSE: VFC), announced that it has named Michelle Lantow President, effective immediately. Lantow had served as interim president of the women's activewear brand since November 2007.

Lantow, 46, brings more than 24 years of finance and operations experience to the *lucy*[®] brand. She joined lucy activewear in 2000 as Chief Financial Officer. Prior to joining lucy activewear, Lantow spent 13 years with Gap Inc. in a variety of roles, including Vice President of Finance, Vice President of Investor Relations and Corporate Controller.

"I am excited to be leading a dynamic group of associates whose mission is to deliver both inspirational products and an exceptional customer service experience to the active woman," Lantow said.

Lantow will report to Mike Egeck, President of VF's Contemporary Brands Coalition. "Michelle's leadership and experience has played a pivotal role in the success of the *lucy*[®] brand. Her commitment brings continuity to the vision that has and will continue to propel the brand's growth as a leading women's activewear business," Egeck said.

Lantow received a B.A. degree in Business Economics from the University of California at Santa Barbara.

ABOUT LUCY

lucy[®] 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*[®] 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*[®] label and exclusive designs from other designers and brands, lucy stands apart and inspires confidence in those who wear the products and visit the stores.

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.

The company currently operates 61 stores in Arizona, California, Colorado, Connecticut, Washington D.C., Illinois, Massachusetts, Maryland, Michigan, Minnesota, New Jersey, Oregon, Texas, Virginia, and Washington, and online at www.lucy.com.

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*®.

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.

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