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lucy activewear Appoints Kira Karmazin to Vice President of Merchandising and Marketing

Karmazin to strengthen the lucy® brand's merchandise assortment with planned innovations in performance, style and fit

Portland, Ore. – June 18, 2008 – lucy activewear inc., a wholly owned subsidiary of VF Corporation (NYSE: VFC), announced the appointment of Kira Karmazin as Vice President of Merchandising and Marketing for the *lucy*® brand. Karmazin is charged with the development of strategic brand growth strategies to position lucy for long-term success.

Karmazin brings over 18 years of merchandising experience to the *lucy*® brand. Prior to joining lucy activewear, Karmazin served as Vice President of Merchandising for multiple top-level specialty retail brands including Coldwater Creek, Victoria's Secret, and Gap Inc. Karmazin holds an M.B.A. degree in Marketing and Finance from the University of Michigan.

Karmazin will report to Michelle Lantow, President of lucy activewear. "We welcome Kira's extensive experience in Merchandising and Marketing and are confident she will help strengthen lucy's position as a leader in women's activewear. Kira's vision will take the *lucy*® brand to new levels of performance and style with fashion-forward activewear designed to fit, flatter and inspire," Lantow said.

2009 promises to bring a fresh look to women's activewear as the *lucy*® brand gears up to deliver unique designs with innovative performance features. Karmazin plans to introduce an increased assortment of studio and outdoor apparel for the active woman, along with new technical fabrics that will complement the signature *lucy*® performance fabrications. "I look forward to further developing the *lucy*® brand by streamlining the product assortment with an emphasis on performance, style and fit," Karmazin said.

About lucy

lucy activewear is a Portland, Oregon-based apparel company for women who value style, fit and performance. Launched in 1999, 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*®, *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.