

lucy® Releases Signature Breast Cancer Awareness Tees

PORTLAND, Ore. – September 3, 2008 – lucy activewear, an athletic apparel company for women who value fit, style and performance, is supporting Breast Cancer Awareness Month with two new tee styles. This year lucy is partnering with Breast Cancer Network of Strength™, a national nonprofit organization that provides immediate emotional relief for anyone touched by breast cancer. lucy will donate up to \$25,000 to Network of Strength through sales of signature lucy Breast Cancer Awareness tees and a nationwide sales event on October 4th.

“Network of Strength’s *YourShoes 24/7* Breast Cancer Support Center is a remarkable program that connects women in need of support with survivors. As a company dedicated to inspiring women, we are proud to support Network of Strength in their mission to ensure that no one faces breast cancer alone,” said Michelle Lantow, President of lucy activewear.

Starting in early September, all 62 lucy stores will be stocked with signature lucy® Breast Cancer Awareness tee shirts. This year, the lucy® brand is offering two tee versions with 10 percent of the tee’s sales being donated to Network of Strength up to \$15,000.

The short sleeve lucy® “Kick It Tee” features a signature lucy® kickboxer (\$30.00), while the long sleeve “Pink Race Tee” features a signature lucy racer crossing the finish line (\$38.00). These tees will be complemented by the Vital Jacket available for a limited time in bright pink (\$78.00), and the Alpine Fleece vest (\$75.00) which pairs perfectly with the long sleeve “Pink Race Tee.”

On October 4th, lucy stores nationwide will host a one-day shopping event that will raise additional funds for Network of Strength. lucy activewear will donate 10% of the day’s sales, up to an additional \$10,000, through this store-based event.

About Breast Cancer Network of Strength™

Breast Cancer Network of Strength™, formerly known as Y-ME National Breast Cancer Organization®, is a Chicago-based national nonprofit organization with the mission to ensure, through information, empowerment and peer support, that no one faces breast cancer alone. www.networkofstrength.org

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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