

NEWS RELEASE

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VF CORPORATION ANNOUNCED AS NEWEST LOCAL PRESENTING SPONSOR FOR 2011 U.S. FIGURE SKATING CHAMPIONSHIPS

- VF's local sponsorship will feature Lucy® and Kipling® brands -

GREENSBORO, N.C. (April 21, 2010) – North Carolina 2011, the local organizing committee for the 2011 U.S. Figure Skating Championships, announced today that VF Corporation will be a local Presenting Sponsor of the 2011 U.S. Figure Skating Championships. VF joins Lowes Foods at the local Presenting Sponsor level, the highest level of local sponsorship for the 2011 U.S. Championships.

VF Corporation, headquartered in Greensboro, is the world's largest apparel company, with leading lifestyle brands such as *The North Face®*, *Vans®*, *Wrangler®*, *Lee®*, *Nautica®*, *7 For All Mankind®*, *Lucy®* and *Kipling®*. VF's sponsorship will feature its *Lucy®* and *Kipling®* brands.

"This is a highly prestigious and very special event for Greensboro and North Carolina, and we are excited to be playing a significant role, given our presence in Greensboro," said Eric Wiseman, Chairman, President and CEO of VF Corporation. "Most important, the U.S. Figure Skating Championships offer an excellent platform for our *Lucy®* and *Kipling®* brands to connect with consumers."

"VF joining our local sponsor family is huge news for the 2011 U.S. Championships," said Hill Carrow, the event chairman. "Having a company of the scope and stature of VF supporting the event at the highest level gives the Championships and our local organizing efforts added credibility and marketability. Their products and their backing will move us closer to our goal of hosting one of the best-ever U.S. Figure Skating Championships."

The *Lucy®* and *Kipling®* brands will play major roles in supporting the U.S. Figure Skating Championships. The *Lucy®* brand designs flattering high performance activewear for women that never sacrifices style or detail. Kipling is internationally renowned for its stylish range of casual handbags, luggage and accessories.

- About U.S. Figure Skating -

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States as recognized by the United States Olympic Committee and the International Skating Union. U.S. Figure Skating is comprised of more than 700 member clubs, collegiate clubs, and school-affiliated clubs and more than 900 registered Basic Skills skating schools representing approximately 170,000 members. U.S. Figure Skating is charged with the development of the sport on all levels within the United States including athletes, officials, sanctioning of events and exhibitions, and establishing the rules and guidelines by which the sport is governed. For more information on U.S. Figure Skating, visit www.usfigureskating.org.

- About North Carolina 2011 -

North Carolina 2011(NC2011) is the local organizing committee for the 2011 U.S. Figure Skating Championships to be held in Greensboro, N.C. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau, North Carolina Amateur Sports, Sports & Properties, Inc., and North Carolina Figure Skating. The 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods and VF, Presenting Sponsors; and by Official Sponsors: Greensboro Convention & Visitors Bureau, Greensboro Coliseum Complex, Moses Cone Health System, Graphic Visual Solutions, BEM Interactive, MediaFit, Annese Public Relations,

Ice Rink Events ,Hagan Davis, and Skyline Exhibits & Events. Media & Marketing Partners for the 2011 U.S. Figure Skating Championships include Diamond Partners the News & Record and Capitol Broadcasting Company; and Official Partners Clear Channel Radio, Our State Magazine, and Guilford Woman Magazine. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit www.northcarolina2011.com.

- About VF Corporation-

VF Corporation is a global leader in branded lifestyle apparel with more than 30 brands, including Wrangler®, The North Face®, Lee®, Vans®, Nautica®, 7 For All Mankind®, Eagle Creek®, Eastpak®, Ella Moss®, JanSport®, lucy®, John Varvatos®, Kipling®, Majestic®, Napapijri®, Red Kap®, Reef®, Riders® and Splendid®. VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.



- About lucy -

lucy activewear designs and sells fashion forward performance apparel for athletic women. Over the past ten years, the lucy® brand has grown from lucy.com, an online-only retailer, to a national bricks-and-mortar chain operating 65 stores. In August of 2007, VF Corporation, a global leader in lifestyle branded apparel, completed its acquisition of lucy activewear, Inc. As a result, lucy is now a wholly owned subsidiary of VF Corporation.



- About Kipling -

Founded in 1987 with its name inspired by the author of *The Jungle Book*, the Kipling® brand has evolved beyond its original roots of providing high quality backpacks suited for the adventures of everyday life into a distinctive, worldwide brand offering a range of carryalls for a variety of lifestyles.

Its bags are effortlessly stylish, colorful and fun as well as practical and durable enough for even the most active individual. Headquartered in New York City with products developed and designed in Antwerp, Belgium, Kipling North America is a division of VF Sportswear, Inc. Kipling® products are distributed in 55 countries throughout Africa, Asia, Australia, Europe, the Middle East, South America and the USA, and have been distributed in North America since 1993.



Today, more than 35 million Kipling® bags have been sold worldwide, and the bags also have appeared in top-rated television programs including "Desperate Housewives," "The O.C.," "E.R.," "Sex and the City," "The Late Show with David Letterman," "MTV's Real World," "7th Heaven," and "Will & Grace." For more information on the Kipling® brand and Kipling North America, please visit www.Kipling-usa.com