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Wrangler® Salutes Life and Legacy of Jim Shoulders with \$10,000 Donation
Charitable gift in name of rodeo great to aid Justin Cowboy Crisis Fund

LAS VEGAS (Dec. 15, 2007) – The final night of performances at the 2007 *Wrangler®* National Finals Rodeo was a momentous occasion as a unique display of generosity touched the heart of the western community. The *Wrangler®* brand chose this closing night at the 49th annual competition to honor rodeo legend Jim Shoulders, who passed away in June, with a poignant tribute and a \$10,000 donation to the Justin Cowboy Crisis Fund (JCCF) in Shoulders' name.

Accepted by Shoulders' wife, Sharon Shoulders, on behalf of the JCCF – a charitable organization designed to financially assist professional rodeo athletes as they heal from serious sports-related injuries – the gift represents the *Wrangler®* brand's recognition of Shoulders' extraordinary life and career, the connection he shared with the brand, and their unwavering support of the rodeo community.

“Jim was a true gentleman with a generous spirit, and the *Wrangler®* family will forever be grateful for his kindness, support and friendship,” says Karl Stressman, director of special events, *Wrangler® Western Wear*. “Tonight's donation in Jim's name to the Justin Cowboy Crisis Fund will help ensure that his memory and mission to help fellow rodeo athletes live on.”

As a professional athlete who understood firsthand the hardships and dangers of the rodeo cowboy profession, Shoulders inspired Mr. John Justin of Justin Brands, Inc. and the Professional Rodeo Cowboys Association (PRCA) to establish the JCCF in 1989 to help athletes manage their lives while sidelined from the sport they love. Since its inception, The JCCF has disbursed \$4.6 million to over 600 rodeo athletes and their families.

Wrangler® feels especially privileged to have called Shoulders a loyal friend and supporter for 60 years. A world-class champion, Shoulders epitomized the brand's western heritage while displaying the immense talent, courage and tenacity that made him a fan favorite. He was the *Wrangler®* brand's longest-running endorsee, serving as a fit model for the original 13MWZ Cowboy Cut jeans, and was a known icon in *Wrangler®* advertisements. One of the greatest rodeo cowboys in history, Shoulders represented *Wrangler®* and the western lifestyle with class and dignity.

To further the tribute to Shoulders, *Wrangler®* recently announced the launch of *Wrangler®* Gold Edition, a line of exclusive men's shirts that feature a commemorative hang-tag with original artwork of Shoulders from the National Cowboy and Western Heritage Museum. Available in 2008, the line will be sold at western specialty stores nationwide, with a portion of the proceeds from the sales going directly to the JCCF.

As an inspiration to countless professional and aspiring rodeo athletes, Shoulders' impressive athletic career was matched by his character as a kind-hearted, sincere man who was true to his word. While his professional success is legendary, with a record 16 world championship titles, including five World All-Around Rodeo Championship Cowboy awards, seven Bull Rider awards, and four Bareback Rider awards, it was his generous heart that *Wrangler®*, rodeo fans and the entire western industry will always remember.

For information on how to help the Justin Cowboy Crisis Fund, visit www.wrangler.com or www.prorodeoonline.net.

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About the Justin Cowboy Crisis Fund

Unique among today's numerous charitable organizations, the Justin Cowboy Crisis Fund stands above the rest by dedicating 100 percent of all contributions received for disbursement to eligible applicants. This uncommon practice for a charitable organization is made possible by the joint commitment of Justin Brands, Inc., and the PRCA, which underwrite all administrative costs associated with managing the JCCF, leaving all monies received through contributions (and as investment earnings) to serve their intended purpose. For more on the JCCF, visit www.prorodeo.com.

About the Wrangler® NFR

The *Wrangler*® National Finals Rodeo (*Wrangler*® NFR) is the Professional Rodeo Cowboy Association's championship event and the world's richest and most prestigious rodeo. Showcasing ProRodeo's top 15 contestants in seven events, the 2007 *Wrangler*® NFR takes place Dec. 6 – Dec. 15 in Las Vegas. One of the toughest tickets in sports to obtain, the *Wrangler*® NFR has had sold out attendance for more than 200 straight performances, setting an overall, 10-day attendance record of 176,612 in 2006. The national championship of the Professional Rodeo Cowboys Association (PRCA), the *Wrangler*® NFR concludes with crowning of the sport's eight World Champions; they are determined by official seasonal earnings. Visit www.prorodeo.com and www.nfrexperience.com for more information.

About the Company

Wrangler® *Western Wear* is available at over 2,500 western specialty, mid-tier and workwear stores nationwide that provide quality men's and women's apparel and accessories. For more information regarding the *Wrangler*® family of products or to locate the *Wrangler*® retailer nearest you, visit www.wrangler.com or call 1.888.784.8571.

VF Corporation is a leader in branded lifestyle apparel including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include *Wrangler*®, *Lee*®, *Riders*®, *The North Face*®, *Vans*®, *Reef*®, *Napapijri*®, *Kipling*®, *Nautica*®, *7 For All Mankind*®, *John Varvatos*®, *JanSport*®, *lucy*®, *Eastpak*®, *Eagle Creek*®, *Lee Sport*®, *Majestic*® and *Red Kap*®.

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