



**FOR IMMEDIATE RELEASE**

**Western Leader Supports U.S. Veterans, Launches Wrangler® National Patriot™ Program**  
*Wrangler Promotes Patriotism and Appreciation of American Military Personnel and their Families*

**GREENSBORO, N.C. (Dec. 12, 2009)** – The iconic American denim maker – *Wrangler*® Western Wear – today announced the launch of the Wrangler® National Patriot™ program, a campaign designed to raise awareness and funds for wounded or fallen American military veterans and their families. Utilizing the strength of the brand in the western industry and the palpable feeling of patriotism demonstrated at rodeo events throughout the United States, Wrangler is launching the program during the 2009 Wrangler National Finals Rodeo (NFR) – the Professional Rodeo Cowboys Association (PRCA) annual premier 10-day championship event in Las Vegas – with a goal of igniting a sense of patriotism across the country.

“We have a high level of pride and respect for the individuals serving in the U.S. military who show heroism every day in an effort to protect our country. This is our chance to give back to those veterans who have suffered injuries fighting for our country’s safety and freedom, and to their families who have lost a loved one while on duty,” said Phil McAdams, president, Wrangler Specialty Apparel. “It is a cause we believe will resonate with the western industry and rodeo community in particular, and one they will get behind with sincerity.”

The Wrangler National Patriot program is designed to generate success by uniting the entire rodeo and western communities to join forces in the support of our country. Employing the power of the masses, the western apparel brand is calling on rodeo committees across the country to get involved by creating their own unique programs to benefit locally based charities of their choice. Additionally, a new line of Wrangler men’s and women’s dress shirts embroidered with the Wrangler National Patriot logo will hit shelves in spring 2010 with a portion of the proceeds going to charities providing support to military veterans, much of which will stay in local communities across the country.

“Wrangler has had a strong involvement in the rodeo community since the brand’s beginnings in 1947,” said Jeff Chadwick, director of special events, Wrangler Western Wear. “We hope we can leverage this connection to make a difference in the lives of veterans. We’re looking forward to working with rodeo committees and rodeo fans yet again to support this cause in a big way.”

The Wrangler National Patriot shirts will be sold in western specialty retailers nationwide where Wrangler Western Wear is found. Following the Wrangler NFR, the Wrangler National Patriot program will continue to benefit charities supporting veterans through the combined efforts of both Wrangler and local PRCA rodeo committees across the country.

For those interested in learning more about the Wrangler National Patriot program and its cause, please visit [www.wranglerwestern.com](http://www.wranglerwestern.com).

**About Wrangler®**

*Wrangler®* Western Wear apparel is available nationwide in specialty stores, including work apparel chains, farm & fleet, and western stores, as well as through on-line and catalog retailers. To find a retailer or for more information on the Wrangler family of products visit [www.wrangler.com](http://www.wrangler.com) or call 888.784.8571.

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- 2 -

**About VF**

*Wrangler®* is a division of VF Jeanswear Limited Partnership, which is an affiliate of VF Corporation. VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, action sports, 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®*, *Ella Moss®*, *Splendid®*, *Majestic®* 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](http://www.vfc.com).

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