

October 20, 2011



## Laura Lang Elected to VF Corporation's Board of Directors

GREENSBORO, N.C.-- The Board of Directors of VF Corporation (**NYSE: VFC**), a global leader in branded lifestyle apparel, has elected Laura W. Lang to serve as a director, effective today.

Lang is the global Chief Executive Officer of Digitas, the largest digital agency in the world and a unit of Publicis Groupe S.A. ([Euronext Paris FR0000130577, part of the CAC 40 index]). She is also the Executive Lead of the combined digital, social and mobile enterprise under VivaKi, which includes Razorfish, PhoneValley and Big Fuel. Lang is a member of Publicis Groupe's Executive Team (P12) and VivaKi Board of Directors.

Lang, 55, has held a progression of leadership roles with Digitas during the past 12 years. In 2007, she assumed her current role leading more than 3,000 employees in 32 offices across 19 countries on 5 continents. Since taking the helm, Lang has led Digitas to achieve record business growth, expanding its global footprint and becoming one of the leading buyers of digital media worldwide. Most recently, Lang orchestrated the launch of a next-generation, customer-relationship management application, CRM365™. CRM365™, planned for a global expansion in 2012, is a social/mobile, data-driven system designed to help clients build meaningful connections with their most valuable customers. Lang is the only female CEO to oversee a billion-dollar digital enterprise within a communications holding company.

"Laura is known for her deep experience in digital marketing and brand management, as well as significant strategic and operational expertise," said Eric Wiseman, VF Corporation's Chairman and Chief Executive Officer. "I am confident that these skills, coupled with her global perspective and strong consumer orientation, will prove valuable to VF as we continue to strengthen our brands and business. I look forward to working with her as a member of our Board."

Lang holds a bachelor's degree from Tufts University and a master's of business administration from the Wharton School of the University of Pennsylvania.

### About VF

VF Corporation is a global leader in branded lifestyle apparel with more than 30 brands. The company's top-six largest brands are *The North Face*<sup>(R)</sup>, *Wrangler*<sup>(R)</sup>, *Timberland*<sup>(R)</sup>, *Vans*<sup>(R)</sup>, *Lee*<sup>(R)</sup> and *Nautica*<sup>(R)</sup>; other brands include *7 For All Mankind*<sup>(R)</sup>, *Eagle Creek*<sup>(R)</sup>, *Eastpak*<sup>(R)</sup>, *Ella Moss*<sup>(R)</sup>, *JanSport*<sup>(R)</sup>, *lucy*<sup>(R)</sup>, *John Varvatos*<sup>(R)</sup>, *Kipling*<sup>(R)</sup>, *Majestic*<sup>(R)</sup>, *Napapijri*<sup>(R)</sup>, *Red Kap*<sup>(R)</sup>, *Reef*<sup>(R)</sup>, *Riders*<sup>(R)</sup>, *Splendid*<sup>(R)</sup> and *Smartwool*<sup>(R)</sup>.

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).

VF Services, Inc.

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Source: VF Corporation